

**Usha Menon**  
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## Curriculum Vitae Usha Menon

**Usha Menon** is Executive Chairman of [Usha Menon Management Consultancy](http://www.ushamenonasia.com), an international training and consultancy service that works exclusively with the non-profit and development sectors across Asia.

Specialising in non-profit leadership, strategy, management, fundraising and philanthropy, Usha brings a wealth of multi-country experience, expertise and insights garnered over the past 29 years. Usha Menon's clients include international, regional and local social-impact entities, UN organisations, INGOs, Associations, Social Enterprises, Economic Think-Tanks, Capability Building Organisations, Government departments, Academic, Arts and Health Institutions, all of whom have benefitted from training, mentoring and consultancy provided by Usha.

Usha Menon collaborated with fundraising experts from around the world, to bring [Global Fundraising: How the world is changing the rules of philanthropy](#) which recently won the Cause Planet's Choice Award for Top Nonprofit Book for 2015 as well as the Skystone Prize- a prestigious US award for research & publication in philanthropy. She curated the sections on Asia, authored the chapter on Singapore and India.

Through collaboration with the National University of Singapore's Centre for Social Development Asia (CSDA) Usha has launched [Singapore's first exploratory studies on fundraising](#) practices, with a focus on the Health, Social and Welfare sectors in 2016.

Usha is one of Asia's leading bloggers, sharing non-profit sector insights and observations regularly through her blog [Asian Insights](#) many of which are translated by capability building entities in Japan, China, Germany.

Usha also co-authored the chapter on Diaspora Giving in the book '[Revealing Indian Philanthropy](#)', a London School of Economics publication in collaboration with Swiss Bank UBS that focused on the trends in giving by the Indian high-net worth individuals.



## AREAS OF EXPERTISE

- Provide leadership directions and develop skills and teams, both at the senior most levels and for emerging leaders
- Strong understanding of Asian non-profit market which has helped UN entities, INGOs and regional social impact organisations to develop their new market entry and fundraising strategies
- Mentor to non-profit leaders, boards and staff to raise funds through a wide range of contributors (individuals, institutional donors, corporate sector and social investors)
- Philanthropic advisory services to high-net worth individuals including expertise in creating 'shared value' for the public, private and development sectors
- Inspire innovative and strategic thinking and cross-sector collaboration by engaging stakeholders in the health, social services, arts, education and development sectors
- Develop social impact programs- including exemplary programmatic and fundraising solutions to address community needs. [Citi Youth for Causes](#) provides an example of creating a sustainable program that is still going strong over a whole decade in Singapore.
- Create curriculum design, develop and delivery Strategic Leadership and Management Programs focused on capability building of the social impact sector.
- Sought after trainer and facilitator on non-profit sector leadership, management and fundraising topics

## RELEVANT EXPERIENCE

Usha Menon's clients include INGOs, UN entities, National NGOs/Charities, Social Enterprises, Economic Think-Tanks, Capability Building Organisations, Government departments, Academic and Health Institutions.

Some clients and their testimonials are provided in this [brochure](#).

- **Fundraising and Philanthropy development**
  - Have provided consultancy, developed successful fundraising strategy and implementation plans for social enterprises, national and international organisations across Asia.
  - A strong understanding of the high-net worth individuals, corporate decision makers and venture philanthropists having worked closely with families, companies and individuals across Asia to mobilise resources for causes.
  - Developed innovative fundraising, CSR and sponsorship solutions for non-profits and multi-sector collaborators
  - Advisor to Social Enterprises to help develop sustainable funding stream
  - Advisor and curator of the [Global Fundraising Conference](#)- China's inaugural capability building conference for over 3000 Chinese NGOs, Corporate sector organisations and philanthropic foundations to be held 22-25 September 2016.



- Served on the [Philanthropy In Asia](#) 2012 and 2014 organising committee and as speaker due to Usha's reach and understanding of working with people of influence and affluence across Asia.
  - Facilitator of the Bellagio Initiative on '[Risk and Philanthropy](#)' funded by the Rockefeller Foundation and organised by the Resource Alliance that brought together high-net worth individuals from Asia and Africa to Bellagio, Italy to discuss their giving behaviours and motivations.
- **Curriculum development and delivery for leading academic institution across Asia :**
    - Curriculum designer, director and trainer for the [NonProfit Directors Program](#) to meet the learning needs of board members of nonprofits in Singapore (2015-16, 2016-17)
    - Consultant to the National Arts Council to train sector administrators to understand and develop the arts sector in Singapore.
    - Core faculty at Lee Kuan Yew School for Public Policy, National University of Singapore for the [Nonprofit Management Program for the 21<sup>st</sup> century](#)
    - Program consultant and trainer for [iLEAP: Professional](#) Course for non-profit leaders- a collaboration between Singapore Management University and the Lien Center for Social Innovations.
    - Core faculty and lead trainer for [Post Graduate Certificate in Development Management](#) with the S.P. Jain Institute of Management and Research, India
    - Program consultant to International Alliance of Patient Organisations' accredited training course in Hong Kong in collaboration with Hong Kong University
    - Curriculum development consultant and lead facilitator for [Strategic Leadership Program](#) for Mosque Leaders through the MUIS Academy, Singapore
    - Curriculum consultant and lead facilitator for Singapore Business Federation's [Association Management Certification Program](#) to build the ability of trade associations and business chambers to effectively manage its membership.
    - Consultant to Government of Singapore Infocomm Development Authority (IDA) to develop content and training for usage of Social Media for community outreach , including authoring the [Social Media for Nonprofits Guide](#)
    - Program consultant for accredited training course for Patient Associations leaders in Hong Kong in collaboration with International Alliance of Patient' Organisations
- **Leadership and management development**
    - Strategic leadership and governance development at the most senior level - for board and senior leadership teams
    - Helping emerging leaders to attain their full potential through strategic thinking and coaching
    - Organisational development through strategic planning consultancy
    - Policy development for Board and developing a strong governance framework for non-profit entities



- **Training courses developed and delivered for various clients**

**Non-profit Leadership and Management related topics:**

- Team Dynamics
- Building high performance teams
- Responsible Advocacy – importance of evidence in policy change
- Communication – building stakeholders relationship
- Stakeholder Communications through use of social media
- Impact assessment
- Program planning for impact
- Building an effective volunteer management program
- Servant Leadership – leading faith-based institutions
- Change Management
- A Strategic Planning roadmap
- Human Capital Management (staff and volunteers)
- Cross-sector collaboration
- Bridging business objectives with community impact

**Non-profit Governance modules:**

- Essentials of Managing a Board
- Differentiating Leadership and Management - Board & Secretariat
- Knowledge and competences- Expectations from directors
- Strategic planning and good Governance
- Delivering value through your Mission
- Articulating you mission – The Art of storytelling
- Board development – assessing the Board
- Creating an effective Board culture

**Fundraising related topics.**

- Making Sense of Fundraising
- Developing Fundraising strategy
- Major Donor Fundraising Strategy
- Making the Ask Give – capability building of fundraising skills
- Working with a Major Gift Campaign Cabinet
- Corporate fundraising
- Writing impactful proposals
- Social Media for community outreach
- Boards role in Fundraising
- Ethics in Fundraising
- CSR 2.0 – Creating shared value



## EMPLOYMENT

- Founder / Director of [UM-MC Asia Pte Ltd](#) (Usha Menon Management Consultancy, Asia) ( 2009- present )
- Director for Regional Programs and Resource Development at Habitat for Humanity International, Asia Pacific (1999-2008)
- Head of Fundraising , Community Chest of the National Council of Social Service (1989-1998)

## VOLUNTEER SERVICE

- Advisor
  - Advisory Council for [International Council Non-Profit Law](#) (ICNL)
  - Advisory Panel of the [Resource Alliance](#)
  - [Philanthropy in Asia summit](#) organising committee, Singapore
  - [Singapore Giving Portal](#) : GIVE.Sg
- Board Member – [Habitat for Humanity Singapore](#)  
[WTO](#) (World Toilet Association)
- Editorial Board - [Fundraising and Philanthropy Australasia Magazine](#) based in Sydney, Australia
- [National Volunteer and Philanthropy Centre](#) (NVPC), Singapore awards judging panel

Usha is a Singapore national. She is fluent in English and speaks a range of South and South-east Asian languages.

Mahatma Gandhi's "We must be the change we want in the world" is her guiding principle. She also believes that 'no time' is never a factor of time but that of intention. It is this passion that gives her the energy to be daughter, wife, mother of three, friend, mentor, trainer, volunteer, board member of charities and a successful social sector management consultant all in one.