

Kimberly Rock

Strategic Advisor | Philanthropy + Leadership + Community Impact

860.248.0323 | kimberlyrock@me.com | [LinkedIn](#) | [Portfolio Website](#)

Profile

Dynamic, mission-driven leader with proven expertise bridging philanthropy, business, and community impact. Recognized for aligning resources to address critical needs, fostering inclusive partnerships, and delivering transformative results. Combines deep experience in for-profit and nonprofit sectors with a track record of empowering senior leadership and boards to drive ambitious goals through strategic foresight, creative problem-solving, and high-performing team building. Known for crafting tailored solutions through deep listening and offering actionable advice that inspires meaningful change. Demonstrates strong financial stewardship, with expertise in overseeing budgets, forecasting, and cultivating diverse revenue streams—including fund development and donor engagement—to drive sustainable growth. Collaborates with philanthropists to design and implement transformative projects that create enduring community benefits.

Core Competencies

- Strategic Planning & Visionary Leadership
- Equity, Diversity, and Inclusion Advocacy
- Donor Engagement & Fund Development
- Business Development & Partnership Building
- Nonprofit Capacity Building & Board Governance
- Integrated Communications & Brand Strategy
- Financial Management, Budgeting & Fund Development
- Community Leadership & Stakeholder Relations

Professional Experience

Strategic Advisor | Consultant | Interim Leader

Kimberly M Rock LLC | 2018 – Present

- Trusted advisor to nonprofit CEOs, designing and implementing initiatives to strengthen capacity, advance equity, and expand impact.
- Develop visionary strategies and provide actionable, results-driven advice to navigate transitions and address complex challenges.
- Establish and lead new departments, recruit and train staff, and foster alignment across leadership teams to achieve organizational goals.
- Contribute to senior leadership teams, ensuring strategic and operational alignment with organizational goals to drive transformative outcomes.
- Facilitate cross-sector collaborations to maximize resources, drive community impact, and integrate equity in all initiatives.

Key Engagements:

- **Strategic Advisor to the CEO, Community Health & Wellness Center (CHWC) | Torrington/North Canaan, CT**
Led the launch of a Federally Qualified Health Center (FQHC), establishing fundraising and marketing departments, crafting a comprehensive rebrand, and shaping the case for support narrative. Advised the CEO on strategic decisions, cultivated donor relationships, and secured community support to expand access for underserved populations, while creating business plans to ensure sustainable growth.
- **Interim Director of Communications, Stevenson School | Pebble Beach, CA**
Provided strategic leadership for the school's communications and enrollment strategy during a leadership transition. Recruited, onboarded, and mentored a new communications director while advising the President and partnering with admissions and development offices to ensure alignment and continuity.
- **Interim Director of Marketing and Communications, Berkshire Taconic Community Foundation | Sheffield, MA**
Returned to BTCF during a leadership transition to advance key objectives, align communications with the Foundation's strategic goals, and successfully hire and onboard a permanent marketing director.

Director of Marketing and Communications

Bard College at Simon's Rock | Great Barrington, MA | 2013 – 2018

- Positioned the college as a national leader in residential early education through cutting-edge branding, digital marketing, and enrollment strategies, achieving record enrollment and fundraising levels.
- Launched Bard Academy, a pivotal enrollment program, while contributing to initiatives that expanded student access and inclusion.
- Served as a key member of the senior leadership team, contributing to New England Association of Schools and Colleges (NEASC) reaccreditation and developing a five-year strategic plan to guide institutional growth.

Director of Marketing and Communications

Berkshire Taconic Community Foundation | Sheffield, MA | 2010 – 2013

- Led a major rebranding initiative, increasing visibility and donor engagement through targeted campaigns, including multi-channel marketing and a redesigned website.
- Increased media coverage twofold, expanded social media reach by 900%, and strengthened the Foundation's position as a trusted philanthropic leader.
- Integral member of the senior leadership team, advising the president on strategic initiatives and enhancing organizational alignment.

Partner & Vice President

MK Advertising | New York, NY | 1998 – 2005

- Co-managed a full-service entertainment advertising agency, leading strategy and creative for marquee clients such as ABC Daytime, Showtime Networks, National Geographic Channel, Bravo Network, and The History Channel.
 - Led business development, strengthened client relationships, and delivered key target audiences, driving increased market share.
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Creative/Account Supervisor

Grey Entertainment & Media (Division of Grey Advertising) | New York, NY | 1992 – 1997

- Directed the \$20MM ABC Movies, Mini-Series, Specials & Theatricals account, overseeing strategy, creative development, and media planning for 50 movies and five mini-series annually.
 - Collaborated with world-renowned photographers and directors to produce visually compelling campaigns that achieved high Nielsen ratings.
 - Acted as a key liaison with senior executives at ABC/Disney, presenting strategies, managing client relationships, and ensuring alignment with high-level objectives.
 - Established Grey's first art-buying department and drove creative excellence in entertainment marketing.
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Community Leadership

Fund for the Northwest Corner Advisory Committee

Berkshire Taconic Community Foundation | 2024 – Present

- Partner with community leaders, funders, and nonprofits to address regional priorities, ensuring equitable resource allocation and measurable community impact.
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Education

Bachelor of Science | *Economics, Political Science (Minor), English & Art Concentrations*
University of Vermont

The Nonprofit Learning Program

Training in board governance, fund development, donor communications, and leadership

Values in Action

Guiding principles that define leadership style and strategic approach:

- **Equity & Inclusion:** Advocate for diversity and equitable access, fostering inclusive, collaborative partnerships.
- **Leadership & Integrity:** Inspire action, align teams with strategic goals, and cultivate environments of innovation and accountability.
- **Innovation & Impact:** Develop and execute forward-thinking strategies to achieve measurable, lasting outcomes.