

Curriculum Vitae

Daryl Upsall

Personal Details

Family name: Upsall

Given names: Daryl Baden

Date of birth: 12/10/60

Nationality: British

Office:

Calle Caleruega 67 Piso 2

Madrid 28033

Spain

Tel: +34 91 829 0772

Fax: +34 91 302 0214

Web: www.darylupsall.com

Email: darylupsall@darylupsall.com

Academic Qualifications

BA (Hon's) Cantab

Social and Political Science
St. Catherine's College, Cambridge
University, England.

3 "A" Levels

10 "O/A" Levels

Boston Grammar School, Boston,
Lincolnshire, England.

Other Relevant Training

IBM Creative Management Course - UK

ICFM Senior Management Course - Ashridge Management College, UK

Various marketing, media and fundraising courses and conferences worldwide.

Professional Skills

- 23 years of working at the cutting edge of fundraising, communications and advocacy in the non profit sector
- Leadership - ability to inspire others to achieve excellence.
- Management experience at senior level for 14 years.
- Strategic planning and implementation in complex organisations.
- International background - having worked in more than 40 countries across 4 continents
- Financial management - overall responsibility for annual income targets circa \$140m.
- Political - 19 years working at President, Prime Minister, Cabinet, Party Leader level.
- Presentation/Public speaking - regular keynote speaker at international marketing and fundraising conferences, on television, radio and to the written media.

I have been actively involved in national and international social and political issues from an early age. Shortly after leaving university I began working at the most senior levels of the UK and international political, business and entertainment worlds. This has provided

me with a worldwide network of influential friends and colleagues. I am at ease in any country and at all levels of society.

Over the years I have been a vocal campaigner within the voluntary sector for the professional development of its management, staff and team development. I have consistently argued for the establishment of strategic goals and targets in the NGO sector and performance criteria by which success or failure may be measured.

Career History

Director

Since 2006

Global Charity Jobs Ltd

Established the world's first global recruitment website for the non-profit sector.

www.globalcharityjobs.com

Director

Since 2005

Fundraising Empresas SL

Established a specialist agency connecting non profit organisations with the corporate sector

Director

Since 2004

Fundraising Iniciativas SI

Established Spain's leading face to face fundraising agency.

www.fundraisinginiciativas.es

Director

Since May 2002

The Fundraising Company SL

Madrid, Spain

Established Spain's first telephone fundraising agency. www.fundraisingcompany.es

Chief Executive

Since March, 2001

Daryl Upsall Consulting International SL

Madrid, Spain

Established and manage a consultancy providing to the international NGO sector providing fundraising, communications, market research, business development, recruitment and advocacy services. Company and staff associates are in US, UK, Australia, Austria, Canada, Germany and Spain.

Daryl Upsall Consulting International is a unique international agency offering a comprehensive range of services to charities, universities, cultural institutions and UN agencies. Our extensive worldwide network of associates means we can provide a truly global service to the non-profit sector. We bring to our clients the experience of 23 years of working in over 42 countries for many of the world most prestigious organisations.

Our staff and associates include many of the most senior and experienced professionals in fundraising, management, strategic planning, recruitment, research, advocacy and communications. We are proud of our reputation for innovation, dedication and commitment to excellence.

www.darylupsall.com

International Fundraising and Marketing Director
1993 - 2001

Greenpeace International
Amsterdam, Netherlands

Responsible for the raising of circa \$130 USD million per annum, the leadership and development of Greenpeace's fundraising and marketing globally and in the 33 countries where the organisation has a presence. Raised \$1 billion over 7 years. Management of a team of 10 staff located in 4 countries. As the longest serving member of the Greenpeace International senior management team I shared responsibility for the overall leadership and direction of the global organisation. Additionally was the Acting International Communications Director during 1999 responsible for Greenpeace's global media/communications output.

Chairman of Election Campaign Fundraising (UK)
1992/1993 (Voluntary position)

African National Congress

Having been a counsellor to the ANC UK Chief, and subsequent South African High Commissioner to the UK, Mendi Msmang, I was asked to establish a 6-month appeal to raise \$1.5m for the ANC's first election campaign. Instead \$3m was raised from mass media, direct marketing and major gift events attended by Nelson Mandela.

Head of Fundraising
1990 – 1993

The Terrence Higgins Trust
London, England

I established the fundraising and parliamentary lobbying programmes for the UK's leading HIV/ AIDS organisation, raising the annual income from \$1.6 million to \$ 5 million per annum, as well enhancing the organisation's media profile and political influence.

Head of Campaigning, Fundraising and Media
1988 - 1990

War on Want
London, England

Management of 26 staff covering campaigns/lobbying, fundraising and media work. Responsible for an annual income of \$30million per annum to support overseas development programmes in some 38 countries.

Fundraiser/Campaigner
1985 - 1988

Nicaragua Solidarity Campaign
London, England

Founder fundraiser responsible for increasing the annual income from \$15,000 per to \$750,000 per annum within three years and establishing NSC as the leading Central American campaigning organisation in the UK.

Director/Owner
1983 - 1985

Labour Movement Services
London, England

Founder director of campaigning, lobbying fundraising service for the British Labour Party, trade unions etc. Co-authored and steered through Parliament the "Local Government - Access to Information Act".

Current Volunteer Roles

EU Consult

Board Chair since June 2006. EUConsult is a European network of senior, highly professional, ethically-minded consultants serving the European not-for-profit sector.

Resource Alliance

Spain's Ambassador for voluntary organisation providing fundraising and institutional development training to NGOs worldwide.

Training & Workshops

A regular speaker and master class trainer at most of the worlds leading fundraising and marketing conventions in the USA, Canada, UK, Netherlands, Switzerland, Denmark, Sweden, Mexico, Kenya and Spain

Writing

Provided articles and opinion pieces for NGO publications such as Professional Fundraising, Charity Times, and Resource Alliance Newsletter, Fonds Magazine (NL) etc.

Professional Memberships

Member of: Institute of Fundraising Professionals (UK), Association of Fundraising Professionals (USA) Asociacion Profesionales de Fundraising (Spain), Institute of Directors (UK)

Other Interests

I have a passionate love of life. I enjoy sailing, swimming, mountain walking, squash and golf spending time in the countryside near Segovia and the Costa Blanca where I can further fulfil my joy in cooking for friends and family.

Daryl Upsall, July 2007
Madrid, Spain