

# Gabriela Fitz

Knowledge Synthesis, Systems, and Leadership

Chicago, IL  
773.882.8250  
gabi@thinktwicellc.com  
linkedin.com/gabriela-fitz

Co-founder of the social sector's largest open research repository and recognized leader in the production, collection, synthesis, and sharing of research on social issues. Twenty years of experience translating complex findings into usable, actionable knowledge for social change organizations.

This work has taken many forms, including: evidence scans, digital collections, interactive summaries, literature reviews, knowledge syntheses, learning sessions, organizational roadmaps for knowledge and learning, as well as presentations and discussions exploring the use of open knowledge concepts and practices in the social sector.

2012 CHICAGO COMMUNITY TRUST LEADERSHIP FELLOW

## EMPLOYMENT HISTORY

### Founder and Principal

Think Twice LLC, 2018-present

### Director of Knowledge Management Initiatives

Candid (formerly Foundation Center), 2012-2017

### Co-Founder and Co-Director

IssueLab, 2006-2012

### Independent Consultant in Digital Fundraising

StoryCorps, 2007

### Web Designer and Strategist

New Media for Nonprofits, 2004-2006

### Digital Strategist

Feeding America (formerly Second Harvest), 1999-2004

## EDUCATION

**M.A. in Organizational Sociology**, University of Illinois at Chicago

**B.A. in Sociology**, University of California at Berkeley

## PROFESSIONAL DEVELOPMENT

- **Project Management & Oversight for Evaluators, Basics of Program Evaluation**, The Evaluation Institute, 2017
- **Methods in Participatory Photography**, PhotoVoice, 2016
- **Introduction to Systematic Review Methodologies**, Campbell Collaborative, 2013
- **Introduction to Programming for Interactive/Reactive Systems, Practice of Interaction Design**, Summer Intensive in Interaction Design, School of Visual Arts, 2012
- **Training in Social Network Analysis**, with Valdis Krebs, 2012

## SKILLS

### Facilitation & Public Speaking

Strength in both facilitation and presentation with significant experience designing conference panels, presentations, and workshops.

### Analysis

Talent for helping people get to the most relevant questions, surfacing meaningful patterns within complex data, and separating the noise from the evidence.

### Research Design

Skilled at identifying the most appropriate methodology for both the questions being asked and the stakeholders asking them.

### Content Design & Development

Expert at translating complex findings into digestible and actionable knowledge for public audiences.

### Project Design & Management

Ability to lead projects from concept to completion, from needs assessment to launch, effectively managing budgets, timelines, and group dynamics along the way.

## ACCOMPLISHMENTS

Co-founded and co-directed the social sector's largest open repository for practice-based evidence.

Successfully secured multi-year funding for IssueLab, including its acquisition by Foundation Center in 2012.

Designed and codified Foundation Center's methodological approach to knowledge synthesis and evidence review.

Led a sector-wide effort to educate and influence private foundations on their handling of social sector research as a public asset.

## REPRESENTATIVE PROJECTS

### **Knowledge Management and Learning Framework**, Project Evident (2019)

Engaged with staff and leadership to better understand and shape how [Project Evident](#) creates, collects, and shares the knowledge it gains from its own work with nonprofit organizations. This effort included a diagnostic of the organization's current practices, through in-depth interviews, surveys, and group discussions, a set of summary recommendations, and the facilitation of meetings to support leadership in identifying priority recommendations and next steps.

### **ECE Funding Landscape and Evidence Review**, Heising Simons Foundation (2017-2018)

Managed an 18-month effort to provide valuable context for the Heising-Simons Foundation's rethinking of its early childhood care and education strategy. As project lead, worked closely with a cross-functional team of funders, issue experts, practitioners, and interactive designers to develop and deliver: an interactive map showing the landscape of funding for ECE in the U.S., an evidence review of specific ECE interventions, learning sessions with the program team throughout the process, engagement with an advisory group of practitioners, and a public webinar sharing project findings. <https://www.ecfunders.org/funding-landscape>

### **IssueLab**, Candid (2006-2018)

Co-founded IssueLab as independent nonprofit in 2006, growing it to become one of the social sector's largest, open repositories for practice-based evidence. As Co-Director, facilitated its acquisition by Foundation Center in 2012, and led its expansion into a full-service knowledge mobilization platform, including custom research projects, an extensive social media presence, and an ongoing, sector-wide awareness building campaign about open knowledge practices. <http://www.issuelab.org>

### **Synthesis Review of Key Lessons for Small-Scale Sustainable Fisheries**, Rockefeller Foundation (2014)

Effectively managed a collaborative team of foundation program staff, external technical researchers, interactive designers, and contributing nonprofits to bring implementation-based lessons to the design and development of a large-scale funding initiative. Led the design and development of the project, from the initial proposal stage to the final launch of project deliverables, including: a synthesis report, interactive summary, digital collection, and learning sessions. <http://fisheriesviz.issuelab.org>

## SAMPLE WRITING

*Here's Why Knowledge Management Matters to Social Change* 2020 

*Walking in Someone Else's Shoes: The Limits of User Personas*, 2018 

*Social Change & the Critical Importance of Open Archiving*, HistPhil, 2017 

*Grey Matter(s): Embracing the Publisher Within*, Foundation Review, 2016 

## SAMPLE PRESENTATIONS

*Scan, Synthesize, Share: The Use of Knowledge Synthesis in Setting Foundation Strategy*  
What Works Global Summit, 2016

*Open Publishing and Archiving: Where Principles Meet Practice*  
Technological Affinity Group Annual Meeting, 2015 (won the "best of conference" award).

*Networked Knowledge, New Perspectives and New Practices*  
Worldwide Initiatives for Grant-maker Support (WINGS) Forum, 2014

## SOFTWARE & LANGUAGE PROFICIENCY

- Data analytics and management tools including: Zotero, Tableau, and NVivo
- Project management and collaboration software including: Basecamp and Wrike
- Remote collaboration and communication tools including: Slack, Google, and Zoom
- User experience and interface design tools including: Photoshop, InVision, and Balsamiq
- Social media campaign delivery and user analytics tools including: Hootsuite and Google Analytics
- German: conversational proficiency

## PERSONAL INTERESTS

Things that remind me I'm an earthling: interacting with animals, gardening, hiking, open water swimming, landscape photography, and ceramics.