

# Ian K. Roberts

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Visionary nonprofit leader with 20+ years of experience transforming outdoor education programs, securing multimillion-dollar funding, and expanding national impact. Proven track record of driving revenue growth, enhancing operations, and leading high-performing teams. Passionate about creating inclusive outdoor experiences and fostering community engagement.

## EXECUTIVE DIRECTOR

2024 – Present

### GREEN RIVER OUTREACH FOR WILDERNESS FOUNDATION- BOULDER, WY

Provide strategic leadership services to revitalize the foundation's wilderness-based summer camp program. Responsible for board collaboration, staff recruitment, program development, operational efficiencies, financial sustainability, and organizational growth.

#### **Notable Accomplishments:**

- Designed and launched the organization's website ([www.greenriveroutreach.com](http://www.greenriveroutreach.com)).
- Revitalized camp operations, increasing revenue 171% and registration 43% YOY.
- Led board collaboration & staff recruitment, fostering long-term sustainability.
- Implemented cloud-based management, streamlining financial and administrative processes.
- Expanded marketing outreach by 900%, boosting engagement and participation.

## FOUNDER

2011 – Present

### CROOKED RIVER OUTFITTERS – BRECKSVILLE, OH

Crooked River Outfitters is a mission-driven organization dedicated to making outdoor recreation and emergency preparedness accessible, welcoming, and empowering for all populations. Our programs are designed to break down barriers, foster confidence, and inspire participants to embrace their role in creating a more inclusive outdoor community. [www.crookedriveroutfitters.com](http://www.crookedriveroutfitters.com).

## PRESIDENT/EXECUTIVE DIRECTOR

2018 – 2024

### CAMP HO MITA KODA FOUNDATION- NEWBURY, OH

Spearheaded the strategic transformation from a volunteer-driven to an employee-led foundation, enhancing operations, governance, and strategic initiatives. Directed marketing, IT, fundraising, and responsible for financial oversight while strengthening donor relations and program development and execution.

#### **Notable Accomplishments:**

- Developed the organizational website and suite of programs: [www.camphomitakoda.org](http://www.camphomitakoda.org).
- Recipient of several large grants, including a \$134,000 grant submitted one week after start date in position. The second grant was for \$225,000; the Third grant was for \$332,000.
- Grew the organization's annual revenue from \$250,000 to >\$1,000,000+ in five years. Brought in over \$4 Million in revenue, netting \$1.5 Million.
- Designed and implemented robust organizational policies, procedures, tools, and systems to optimize operational efficiency and streamline processes across the foundation.

## COLORADO MOUNTAIN CAMP DIRECTOR

2013 – 2018

### AVID4 ADVENTURE- BOULDER, CO

Oversaw the strategic advancement, sustainability, and operational success of two ACA-accredited and state-licensed facilities encompassing over 750 acres, serving more than 1,500 campers annually. Led, developed, and managed a team of 115 seasonal instructors and two full-time directors, while administering a \$2.4 million operating budget.

#### **Notable Accomplishments:**

- Increased registrations by 400% from 2013-2018.
- Consistent NPS score of 90+ and "Director Exceeded Expectation" score of 88% (minimum of 400 responses).
- Successfully opened a brand-new camp location in 2017, serving 1,000 campers.
- 100% ACA visit scores for both resident camp locations.
- Avid4 Adventure recognized in 2017 as the #3 Best Company to Work For through Outside Magazine

## DIRECTOR OF CAMPS AND CLASSES

2011 – 2013

### GREAT LAKES SCIENCE CENTER- CLEVELAND, OH

Managed the operations of the fee-based division within the education department, providing comprehensive oversight of programming and staff leadership. Focused on delivering exceptional summer camp programs and spearheading youth and family initiatives to ensure high-quality educational and recreational experiences.

**Notable Accomplishments:**

- Maximized department revenue by 19.7% in FY12.
- Drove an increase in summer camp participation by 18.9% in FY12.
- Built the program to deliver summer camp experiences at 8 locations around Northeast Ohio.
- Supervised, mentored, and developed a diverse team of 60 instructors while managing a \$750,000 budget.

**EXECUTIVE DIRECTOR****2009 – 2011****SOUTHEAST FAMILY YMCA- BEDFORD, OH**

Delivered strategic, fiscal, and operational leadership to optimize the performance of a 1,100-unit membership mission branch, driving improved operating results and cost efficiencies. Led, developed, and managed a diverse team of 50 staff members while overseeing a \$500,000 fundraising initiative, board development, facilities management, community relations and partnerships.

**Notable Accomplishments:**

- Successfully coordinated the accreditation and standardization of eight summer day camp locations around Northeast Ohio, ensuring compliance with ACA guidelines and enhancing program quality and consistency.

**DIRECTOR OF PROGRAM OPERATIONS****2007 – 2009****NORDONIA HILLS YMCA- MACEDONIA, OH**

Oversaw a team of 25 instructors while designing, implementing, and leading comprehensive branch programming, including sports, wellness, licensed childcare, summer day camp, family initiatives, outdoor education, and community outreach. Administered and monitored a \$450,000 operating budget, providing strategic, fiscal, and operational leadership to drive efficiency, reduce costs, and improve overall performance.

**Notable Accomplishments:**

- Conceptualized and implemented creative and compelling programming, resulting in a 204% growth in summer camp enrollment and an 189% increase in our School Age Child Care program in the first 9 months.
- Turned around an underperforming branch resulting in a \$101K loss to \$60K loss in the first year.
- Pioneered an “Outdoor Education/Recreation” department from scratch to utilize a 33-acre piece of property.

**CURRENT CERTIFICATIONS/TRAININGS****Emergency Response & Safety**

BBP/Universal Precautions Instructor – **American Red Cross**  
 BLS Instructor Trainer – **American Red Cross**  
 First Aid & Severe Trauma Instructor – **American Red Cross**  
 Tourniquet Application Instructor – **American Red Cross**  
 CPR/AED/First Aid Instructor Trainer – **American Red Cross**  
 Wilderness & Remote First Aid Instructor – **American Red Cross**

**Outdoor Education & Community Leadership**

Level II Instructor - **USA Archery**  
 Lead Visitor - **American Camp Association**  
 Master Educator - **Leave No Trace**  
 UMVIM Senior International Missions Leader -  
**United Methodist Church**  
 Organizational Leader (Senior Director) - **YMCA of the USA**  
 15- Passenger Van Driver and Trailer Instructor - **Master Driver**

**EDUCATION****Prescott College**

*M.A. Adventure Education – Cultural Diversity Emphasis (In Progress)*

**Brevard College**

*B.A. Wilderness Leadership & Experiential Education | Summa Cum Laude, GPA 3.849/4.0*

**Ohio Chemical Dependency Professionals Board**

*Chemical Dependency Counselor Assistant Credential*