

Patricia Suflita Wilson

Leads with integrity. Dynamic. Effective. Authentic.

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EXPERIENCE

P.S. Think Big — Founder

September 2016 - PRESENT

Consulting firm providing strategy and execution around: marketing, branding, communications, media, client prospecting, vendor referrals, crowdfunding, philanthropy and community partnerships.

Leading Authorities — Public Speaker

June 2015 - PRESENT

Patricia is a highly sought after keynote speaker. Frequent topics include: leadership, team building, corporate philanthropy

Make-A-Wish, SF Bay Area, CA — CEO

November 1998 - September 2016

Patricia grew the annual budget from \$1.6M to over \$11M, achieving 100% fulfillment of mission. She also created a permanently restricted endowment for future sustainability.

Her work in the Bay Area has received worldwide recognition and helped to build one of the most recognized and respected brands.

Patricia is a main character in the documentary *Batkid Begins* - purchased by Warner Bros./New Line and released in theaters nationwide in the summer of 2015.

Previous Positions

Museum Director

Development Director (PBS/NPR)

Consultant

COMMUNITY LEADERSHIP

Illuminate — Board of Directors

Illuminate is responsible for bringing The Bay Lights into existence and currently implementing its next project: LightRail.

Friends of the Urban Forest — Board of Directors

Board Member and an urban forester volunteer. Provides fundraising, advocacy (Prop E), marketing support to increase the tree canopy in SF.

SKILLS

Leadership
Team building
Partnerships/Community engagement
Dynamic communication
Marketing

AWARDS

San Francisco Business Times
2015 Most Influential Woman

Producers Guild of America
2014 Visionary Award

Best Social Good Campaign
2014 Shorty Industry Awards

Best Twitter Campaign
2014 Shorty Industry Awards

PROJECTS

#SFBatkid

The day the internet was nice! 98% positive; billions of social media impressions in 134 countries.

Ben's Game

Cancer fighting video game which received recognition from His Holiness, the Dalai Lama

TEDxTalk

Leadership Lessons From an Accidental CEO