

# MITCHELL S. MUNCY

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## PROFILE

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Chief executive or co-founder of five mission-driven organizations, for-profit and non-profit, spanning higher education, public policy, and the media. ED/CSO/COO/EVP since 2001. Working with major donors and governing boards since 2008. Independent strategy consultant since 2016.

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## EXPERIENCE

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**PROSPERA LLC**, Washington, D.C.  
April 2016 – Present

### **Principal & Founder**

- Guides mission-driven organizations, executives, and philanthropists, providing strategy consulting, non-profit due diligence, crisis management, and interim executive management. Clients include University of Texas at Austin, Johns Hopkins Medicine, Ethics & Public Policy Center, Religious Freedom Institute, and Diocese of Austin Catholic Schools.

### **Host, The Successful Strategist** (April 2021 – Present)

- Twice-weekly podcast on strategy, management, and governance; three completed seasons.

**THE NEW ATLANTIS**, Washington, D.C.  
October 2017 – March 2020

### **Publisher**

- Retained during and after an executive transition, led the development of new strategy and fundraising which increased revenue by 45 percent and cut losses by 70 percent in 12 months; served as executive coach for the journal's new editor.

**FOUNDATION FOR EXCELLENCE IN HIGHER EDUCATION (FEHE)**, Princeton, New Jersey  
April 2016 – November 2019

### **Chief Strategy Officer**

- Lead developer of strategy and principal presenter for mid-eight-figure endowment campaign; guided the President, Board, and 23 university-based grantees on strategy, development, evaluation, finance, risk, and personnel; conducted due diligence on grant requests; coordinated projects across grantees and partners; represented FEHE to a range of constituents.

**HUMANUM**, Austin, Texas  
August 2015 – November 2016

### **Executive Director**

- Hired six months after the founding, restored the organization to solvency; led its acquisition by a larger institute following a strategic review.

**THE ALEXANDER HAMILTON SOCIETY**, Washington, D.C.  
February 2010 – July 2015

### **Executive Director**

- Leading a corps of 200 faculty, students, and professionals, built the organization from start-up to 55 university chapters and 4 professional chapters; expanded program at 12 times the pace of expenses; drove growth 4 times that of similar organizations.

**INSTITUTE FOR AMERICAN VALUES**, New York, New York  
March 2008 – October 2009

**Chief Operating Officer**

- Lead developer and principal author of five-year strategic and financial plan formally adopted by the Board of Directors in June 2009; led a cross-functional team of 12 direct reports, including scholars; principally responsible for hiring, coaching, and evaluating staff.
- Personally secured largest individual gift in the institute's history (\$800k) and first multi-year pledges; principal author of proposals that earned largest and third-largest foundation grants (\$4MM/\$1MM); secured up to 10-fold increases from previous donors and new major gifts.

**SPENCE PUBLISHING COMPANY / SPENCE MEDIA**, Dallas, Texas  
May 1996 – February 2008

**Executive Vice President, Editor in Chief, and Director**

**Director**, Spence Media (March 2005 – February 2008)

- Conceived, planned, and launched new division to provide broadcast media publicity; led division to profitability in its second quarter; generated 38 percent of entire company's net revenue by the end of the first year; tripled revenue, turned a 48 percent gross profit in the second year.
- Acquired major publishing houses and non-profits as clients (Penguin Group USA, Crown Publishing Group, Princeton University Press); retained 80 percent of clients for further campaigns.

**Executive Vice President** (October 2001 – February 2008)

- Increased median contribution margin of new titles over 400 percent; drove 5-fold increase over three years in high-margin direct sales; secured partnerships in non-traditional sales channels.
- Cut marketing expenses by 60 percent over four years; established trade order fulfillment process that cut returns by 70 percent; rationalized production to cut cost of goods by 40 percent.
- Directly managed relationships with 40 authors, partners, and vendors at a time; shared responsibility for hiring, coaching, and evaluating staff.

**Editor in Chief** (May 1996 – February 2008)

- Acquired an interdisciplinary list of titles that earned critical praise in major publications, numerous major broadcast media placements, and a high percentage of book club selections; negotiated contracts with agents and authors; managed production and title P&L.

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SELECTED APPEARANCES

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**Broadcast & Print Media**

- *Wall Street Journal*, *Forbes*, *Publishers Weekly*, *The Muse*; C-SPAN, CNN, EWTN; NPR, BBC, Salem Radio Network.

**Philanthropy**

- Philanthropy Roundtable Annual Meeting, Napa Institute, The Gathering.

**Colleges & Universities**

- Princeton University, Stanford University, University of Pennsylvania, Claremont McKenna College, University of California – Berkeley, University of Wisconsin – Madison, St. John's College, Oberlin College.

SELECTED BOARD SERVICE

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**DALLAS FORUM ON LAW, POLITICS, AND CULTURE**

October 2019 – Present

**Board of Directors**

- Director for a national, independent 501c3 organization, based at the University of Dallas, whose interdisciplinary programs promote a natural law public philosophy rooted in the principles of the American Founding. Led a strategic review of the organization.

**THE FUND FOR AMERICAN STUDIES**

November 2013 – December 2017

**Board of Visitors, ICPES & IEIA**

- Advisor for two programs combining for-credit coursework in politics and economics with public policy internships, for college students seeking careers in public policy and foreign affairs.

**INDEPENDENT BOOK PUBLISHERS ASSOCIATION (IBPA)**

July 2007 – June 2011

**Board of Directors**

- Member of the executive committee (from August 2009) and the nominating committee (from March 2008) of the largest non-profit trade association for independent publishers. Led a strategic review of the organization and presented regularly at association events.

EDUCATION

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**Stanford University**, Professional Publishing Course, Certificate, 2001.

**University of Dallas**, Institute of Philosophic Studies, M.A., Philosophy, May 1994.

*H.B. Earhart Foundation Fellow, 1993-1996.*

**Princeton University**, A.B. *cum Laude*, Romance Languages and Literatures, June 1990.

*Recipient of the Prix du Cercle Français & Alden Memorial Prize.*

**St. Mark's School of Texas**, *cum Laude*, May 1986.