

Heather Lenz, Founder and President, Sangfroid Strategy



Heather Lenz founded Sangfroid Strategy, LLC in 2015 to support organizations in developing and implementing evidence-based strategies to amplify long-term impact. During the past 10 years, Heather has facilitated several local and state initiatives across governments, nonprofits, public-private partnerships, and cross-industry efforts. Heather's approach draws on the intersection of design thinking, systems change, and organizational development through evaluation, strategy, and implementation. Some of her customers include: Case Western Reserve University, the Cleveland Transformation Alliance, Motogo, and the Rock and Roll Hall of Fame and Museum.

Heather's passion lies in helping small to medium-sized teams develop and deliver great programs that are practical to implement and include creative approaches to sustainable revenue. At Sangfroid Strategy, Heather helped to launch the Community Innovation Network, an applied arm of the Center for Urban Poverty and Community Development at Case Western focused on bridging the division between institutions and the people they serve. She designed and built sustainable and revenue generating core programming for the Network, leveraging institutional funding lines to augment broader community participation and creating assessment tools to help drive future decision-making. Most recently, she

guided their staff through a 5-year strategic planning process, complete with implementation planning, a funding model overhaul, and a re-imagined organizational structure.

She's helped to transform the education department of the Rock and Roll Hall of Fame and Museum by aligning their community educational programs with their budget, and helping them to set and measure progress toward long-term outcomes. She worked with the City of Lakewood to facilitate the development of a framework to address the social determinants of health across the city; and with the Cleveland Transformation Alliance for the past 5 years, facilitating various evaluation, strategy planning, and program development efforts. She's facilitated strategy plans for the Community Innovation Network, Zygote Press, Soulcraft CLE, Motogo, Manufacturing works, and more.

In addition to her leadership of Sangfroid Strategy, Heather Lenz is an Adjunct Instructor with the Mandel School for Applied Social Sciences at Case Western for program evaluation and needs assessment, and an active member of the community. She is a College Now Mentor, a volunteer with Opentable through MetroHealth, and does a significant amount of pro-bono consulting and fundraising for small organizations in Cleveland. Heather Lenz received her Bachelor of Science degree in Intercultural Human Communication and Sociology from Arizona State University in 2008, and her Master of Arts degree in Environmental Studies with an emphasis on Nonprofit Administration and Leadership from Maxine Goodman Levin College of Urban Affairs at Cleveland State University in 2012. She has formal training and/or certification in racial equity and inclusion, Asset-Based Community Development, Appreciative Inquiry, Project Management, Technology for Nonprofits, Design Thinking for Social Change, and Design Thinking in Strategic Planning.