

GREGORY B. GEISE

Adjunct Assistant Professor, Michigan State University
President Emeritus, Binder Park Zoo
Principle, Great Lakes Consultancy, LLC

660 Tuttle Road, Union City, MI 49094
gbgeise@me.com (269) 275-3057

EXPERIENCE

9/1998-Present **Adjunct Assistant Professor Department of Integrative Biology**
Consultant, Lecturer, Resource Advisor, and Graduate and Undergraduate Advisor, Michigan State University, East Lansing

4/1977-4/2012 **President and Chief Executive Officer, Binder Park Zoo**, Battle Creek, Michigan

- As first employee, lead Binder Park Zoo from inception to one of the leading cultural attractions in the State and region
- Cooperatively designed and built Binder Park Zoo from scratch without tax support, including the award winning Wild Africa
- Raised \$40 million including the largest regional fund drive to date with a home county population of under 150,000 people
- Developed an outstanding staff team through delegation of authority and responsibility, mentoring, positive reinforcement, and promoting very high standards in all aspects of the institution
- Recognized for strong positive relationships with area foundations and corporate, educational, nonprofit, community, and government leaders
- With earned revenue of \$46 million, recognized for strong financial and business leadership as one of a handful of zoos in the country developed and operated as a self supporting nonprofit without tax support
- Extensive public relations experience with all media
- Worked successfully for and with a board of directors for 35 years including 23 board chairs

4/2012-Present **President Emeritus**, Binder Park Zoo

- 12/2005-Present **Principle, Great Lakes Consultancy, LLC**
 Nonprofit governance, Policy Governance®, Nonprofit planning and leadership, zoo exhibit design, zoo master planning. With specialized training in nonprofit strategic planning, organizational assessment, strategic restructuring, branding, consulting, and executive transition management.
- 3/1976-2/1977 **Zoologist**, Roger Williams Park Zoo, Providence, RI.
- 9/1967 - 9/1970 **U. S. Army** including one year as Department of Defense Special Representative, Vietnam. Held Top Secret, Cryptographic, Special Intelligence Security Clearance, working for the NSA.

EDUCATION

- 9/1975 **M. S. in Ethology (Animal Behavior)**, Department of Biobehavioral Sciences, University of Connecticut.
- 12/1973 **B. A. with honors in Psychology (Animal Behavior)**, University of Connecticut.

PROFESSIONAL ACTIVITIES

- **Professional Retired Fellow, The Association of Zoos & Aquariums**, - **Accreditation Inspection Team Leader, and official mentor** to zoos applying for accreditation. Past Member, Animal Welfare Committee. Past Board Member of the Ethics Board, nominating committee, accreditation commission, regional conference committee. Presented numerous papers at conferences on exhibit design, fund raising, marketing, board governance, and conservation & zoos.
- **Honorary Life Member, World Association of Zoos and Aquariums**
- **Past Vice Chair, Board of Directors, Species 360**. An international organization that maintains an online database of wild animals maintained in captivity. The organization currently serves more than 1,100 zoos, aquariums and zoological associations in 95 countries worldwide. The ZIMS database contains information on 22,000 taxonomies at species level; 10,000,000 plus animals; and 82,000,000 medical records. I was the key board member who negotiated several agreements and contracts that allowed the organization to continue and prosper.
- **Mentor and Advisor , Pan African Association of Zoos and Aquaria**.
- **Graduate, The Policy Governance © Academy**, Atlanta, Georgia
- **Recipient**, National Society of Fund Raising Executives, West Michigan Chapter, **Benjamin Franklin Award** for leadership and commitment to the advancement of philanthropy.

- **Named 2011 Man of the Year by Scene Magazine**, Battle Creek, Michigan
- **Graduate, School for Professional Management Development for Zoo and Aquarium Administrative Personnel**, American Association of Zoological Parks and Aquariums, Wheeling, WV.
- **Graduate, Gallup Leadership Institute**, Lincoln, Nebraska
- **Graduate, Community Leadership Academy**, Battle Creek, MI.
- Member, North American Nature Photography Association
- Experienced Safari Leader and published Wildlife Photographer.

PAST ACTIVITIES

- Grant Reviewer, National Institute of Museums and Library Services
- Chairman, Battle Creek Parks & Recreation Advisory Board
- Chairman, Battle Creek Linear Park Task Force
- Treasurer, Leila Arboretum Society, Battle Creek, Michigan
- Member, Battle Creek Horizons Forum
- Board of Directors, Doty Native Flower Garden Association, Marshall, Michigan
- President, Battle Creek/Calhoun County Visitors and Convention Bureau
- Board Member, Battle Creek United Way.
- Member, Citizens' Advisory Board, Battle Creek Area Mathematics and Science Center
- Advisory Board Member, Funding Resource Center, Battle Creek Community Foundation
- Horticulture Advisory Board Chairman, Calhoun County Area Vocational Center
- Task Force Member, Calhoun County Economic Development Forum
- Board of Directors, Battle Creek Symphony Orchestra
- Board of Directors, Battle Creek International Festival of Lights

PROFESSIONAL TRAVEL

Kenya, Lesotho, Madagascar, Malawi, Mozambique, Namibia, Rwanda, South Africa, Swaziland, Tanzania, Zambia, Zimbabwe, Belize, Brazil, Canada, Costa Rica, Ecuador, Guatemala, Peru, Puerto Rico, Australia, China, India, Japan, Nepal, New Zealand, Austria, Denmark, Germany, Netherlands, Sweden, Switzerland,