

HANS JOHNSON

Winning Advocacy * Coalition Strategy * Data Use * Nonprofit Structure & Governance * Compliance

Professional Leadership

PROGRESSIVE VICTORY, *President*, 2004–present

- Build and lead advocacy consulting firm to establish cutting-edge coalitions, win state and federal policies, train 501(c)3 and (c)4 leaders, and sustain nonprofits for gender, health, immigrant, and environmental justice.
- Provide strategic direction to 501(c)3 and (c)4 organizations on legislative and ballot-measure campaigns, fund-raising, board governance, data acquisition and use, cost-sharing, compliance, and trouble-shooting.
- Develop and deliver original nonprofit trainings for data security, list hygiene, 501(c)3–(c)4 cost-sharing, board fund-raising, board management, and spotting and stopping disinformation.
- Design budgets for local, regional, and statewide coalitions; issue campaigns; and field organizing.
- Hire, train, and manage staff and consultants to execute and fulfill campaign and work plans.

DEMOCRACY PROJECT OF THE GILL FOUNDATION, *Chief Consultant*, 2002–2008

- Created and implemented nationwide capacity-building program by LGBT operating foundation, using technology to enhance, or improve, lists of 300 local, state, and national nonprofits.
- Built 21 state networks with structure of leadership to facilitate shared learning and coordinate use of organization lists for nonpartisan advocacy; laid groundwork for decade of victories for marriage equality.
- Designed grassroots training program, monitored budget, and managed 14-person team to deepen nonprofit leaders' understanding of tax law, advocacy rights and responsibilities, and use of data.

SERVICE EMPLOYEES INTERNATIONAL UNION (SEIU), *Senior Writer and Editor*, 2000–2002; 2009

- Edited bimonthly magazine for largest North American union, then comprising 1.5 million members.
- Managed production and Spanish translation of executive and member publications, including political education and campaign materials.
- Built and managed 8-person team to update 300 local unions' lists, expanding communications capacity.

AMERICAN ASSOCIATION OF UNIVERSITY PROFESSORS (AAUP), *Assistant Editor*, 1999–2000

- Edited *Academe*, national magazine and Web site covering workplace and social policies facing faculty.

AMERICAN BANKERS ASSOCIATION EDUCATION FOUNDATION, *Program Manager*, 1996–1999

- Created and directed first national credit education campaign; edited newsletter on community service.

HUMAN RIGHTS CAMPAIGN (HRC), *Research Coordinator*, 1994–1995

- Produced original research reports on opponents of LGBT rights that proved pivotal to defeating two statewide anti-LGBT ballot measures.

PEOPLE FOR THE AMERICAN WAY, *National Field Coordinator*, 1992–1994

- Wrote member communications; tracked state ballot measures and local, state, and federal legislation.

Program Results

INSTITUTIONAL DEVELOPMENT

2021: Built regional coalition of professional interpreters and translators in Mid-Atlantic states that earned victory in Pennsylvania to improve pay and work conditions for interpreters in state court system.

2019: Created statewide coalition of linguists in California to educate and move state lawmakers to exempt interpreters and translators from states law that all but blocked contracting with freelancers.

2016: Completed 6-year campaign to create archives of former U.S. Congressman George E. Brown Jr.

LEGISLATION & ADVOCACY

2020: Won passage of new California state law to preserve language access for state residents ... *continued*

by exempting translators and interpreters from 2019 law that took away status as independent contractors.

2013–16: Built coalition of advocates throughout California to pass nation’s 1st-ever statewide ban on polluting throwaway plastic bags; led coalition to preserve law and defeat 2 repeal referenda in 2016.

2009: Advised first-ever campaign to win statewide benefits for same-sex couples, Washington state.

2008: Participated in National LGBT Advisory Committee, Obama for President.

2005: Assisted rail advocates in using polling to sway Republicans in Congress and restore Amtrak funds.

2001: Defeated anti-LGBT ballot measure in Kalamazoo, Michigan.

1994: Conducted original research tying sponsors of anti-LGBT ballot measure to anti-Mormon attacks, prompting LDS (Mormon) and interfaith opposition to the measure and its statewide defeat.

VOTER TURNOUT

2016: Designed and directed engagement program, registering 1,500 and turning out 15,000 L.A. voters.

2006–2008: Disability Vote Project, Illinois, Tennessee, Missouri, and Rhode Island: Directed infrequent-voter program highlighting anti-disability bigotry, yielding turnout increases between 41 and 56 percent.

Selected Publications

- Guest Columnist: USA Today, Sacramento Bee, San Jose Mercury News, L.A. Daily News, Washington Post, Seattle Times, Philadelphia Inquirer, Orlando Sentinel, and other metropolitan dailies.
- Featured blog contributor, Huffington Post, 2008–2017
- Author: “Rising In Defense: Funding the Media Reform Movement,” Ford Foundation, 2010.
- Co-author: *The New Members of Congress Almanac: 105th U.S. Congress* (Almanac Publishing, 1996).

Selected Awards and Prizes

- Democrat of the Year, 2016, L.A. Region, CALIFORNIA DEMOCRATIC PARTY.
- Award for Leadership and Service, 2005: UAW LOCAL 1981 (NWU, D.C. CHAPTER, AFL-CIO).
- Best Coverage of Minority Issues, First Place, 1998: SOCIETY OF PROFESSIONAL JOURNALISTS (OHIO), “Underground or Over the Top? Anti-Slavery Museum Risks Muddled Message from Corporate Ties.”

Service Leadership

NATIONAL GAY AND LESBIAN TASK FORCE, National Board Member (2005–2015) and Vice Chair (2009–2012). Served on executive committee of \$8-million national nonprofit; chaired fund-raising committee and L.A. event (2006–2009) and D.C. event (2005–2007, 2010); raised \$500,000; built labor partnerships; created memorial recognition for non-LGBT allies and internship.

BALLOT INITIATIVE STRATEGY CENTER FOUNDATION, National Board Member (2003–2011) and Chair (2007–2011).

UAW LOCAL 1981 (NWU, D.C. CHAPTER, AFL-CIO), Twice-elected Chair, 2001–2005; Central Labor Council Delegate.

Education

COLLEGE OF WOOSTER (Ohio), 1992 Bachelor of Arts.

Phi Beta Kappa; highest honors in English and Spanish (majors); Valencia Prize, Spanish; Curriculum committee, Women’s Studies. National Merit Scholar and College Scholar.

Founder and chair of endowed scholarship: John Plummer Memorial for LGBT-Inclusive Campus.

Personal

Additional fluency: Spanish

Hometown: Kalamazoo, Michigan

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