



Lidia Soto-Harmon, Chief Executive Officer



Lidia Soto Harmon has a proven track record of success in the corporate, non-profit and government sectors. On August 25, 2010, she was appointed CEO of the Girl Scout Council of the Nation's Capital, after serving six years as the organization's Chief Operating Officer. The Girl Scout Council is the area's preeminent leadership organization for girls, serving 90,000 girl and adult members (girls in grades K-12). The Council covers the Greater Washington Region, which includes the District of Columbia and 25 counties in Maryland, Virginia and West Virginia.

Ms. Soto-Harmon is directly responsible for developing strategies to achieve the organization's vision and mission. She directs a \$15 million operating budget with more than 100 employees located in six offices, and a volunteer structure that includes over 10,000 dedicated adult volunteers. As CEO, her priorities are to develop a strategy to recruit and build girl and adult membership in the region, create a culture of philanthropy to cultivate donors from the corporate and private sectors, and serve as the organization's spokesperson to establish positive and effective relationships inside and outside the organization.

Ms. Soto-Harmon was responsible for leading the largest celebration in the history of the Girl Scout movement. In recognition of the 100th anniversary, on June 9, 2012, 250,000 attended the *Girl Scouts Rock the Mall* event on the grounds of the Washington Monument. Lidia and her team were responsible for orchestrating this one of a kind celebration for the nation.

In her former role as COO, Ms. Soto-Harmon was directly responsible for membership services, adult volunteer development, public relations and girl programs. To her credit, she created many innovative programs to reach girls from underserved communities. She developed an annual conference, *Encuentro de Chicas Latinas de las Girl Scouts*, which reaches young Latina girls, inspiring leadership and academic success. She convened girls from the District of Columbia and Prince George's County to Howard University to attend an annual conference, *Your Turn to Lead*, to encourage leadership skills and academic success. Ms. Soto-Harmon also developed the *DC Step Showcase* to celebrate the rich history of African-Americans. Today, the annual event is enjoyed by Girl Scouts throughout the region.

Prior to joining the Council, Ms. Soto-Harmon served as Senior Vice President of Community Development for First Book, a national children's literacy organization dedicated to getting new books into the hands of children from low-income families. She served as the Deputy Director of the President's Interagency Council on Women, chaired by Secretary of State Madeleine Albright, at the U.S. Department of State, where she represented the United States at various United Nations' conferences including the annual Commission on the Status of Women. She was instrumental in the federal response to "Beijing Plus Five," the five-year follow-up to the United Nations' Fourth World Conference on Women. Lidia traveled to Peru, Thailand and Switzerland as a State Department official to attend United Nations preparatory meetings.

She was also the Senior Director of the Fannie Mae Foundation's Targeted Outreach Department, designing the first corporate nationwide multilingual strategy to reach new immigrants to promote homeownership in the United States in the late 1990s.

Ms. Soto-Harmon was a 2000 Fellow for the National Hispana Leadership Institute and participated with her NHLI Class in the Executive Seminar at Harvard's Kennedy School. She completed Leadership Greater Washington in 2007, and was a 2008 member of the Executive Networks Class for the Greater Washington Board of Trade. She was named one of *Nation's Top 90 Women*, Mentoring Leaders by Women of Wealth Magazine 2011, *Notimujer of the Week*, by CNN en Español for her work to reach young Latinas, and a Woman Who Means Business by the *Washington Business Journal* in 2012. She received the Regional Mujer Award (Woman of the Year) by the National Hispana Leadership Institute in 2012, and the Woman of Vision Award from the Junior League of Northern Virginia 2012. In 2013, Ms. Soto-Harmon was named one of DC's most influential leaders in the Power Issue of *Capitol File Magazine* and she received the Wayne T. Anderson Award for Distinguished Public Service from George Mason University in 2014.

Ms. Soto-Harmon is Vice Chair of the Migration Policy Institute, serves on the board of directors for the Nonprofit Roundtable of Greater Washington and chairs the Governance Committee for the Meyer Foundation. She was honored to throw out the first pitch at a Washington Nationals Major League baseball game in 2014, in honor of Girl Scout Weekend in the Greater Washington Region.

Ms. Soto-Harmon authored an essay for the 2014 Shriver Report, *A Woman's Nation Pushes Back from the Brink*. In March 2015, Ms. Soto-Harmon was invited to be one of the five civil society delegates to the U.S. Delegation to the United Nations Twentieth Anniversary of the Beijing Conference.

Ms. Soto-Harmon grew up in Latin America and the United States. She earned her Master's in Public Administration from George Mason University and B.A. from Drew University in Madison, New Jersey. She is married and has two bilingual adult children.