



girl scouts nation's capital

Lidia Soto Harmon CEO Girl Scout Council of the Nation's Capital



**Girl Scout Council
of the Nation's Capital**
4301 Connecticut Ave, NW
Washington, DC 20008
gscnc.org
800.523.7898
TEL 202.237.1670
FAX 202.274.2161
TDD 202.274.2160

Maryland Offices
Waldorf 301.638.5373
Frederick 301.662.5106

Virginia Offices
Leesburg 703.777.5644
Lorton 571.642.0253
Manassas 703.365.9600

West Virginia Office
Martinsburg 304.263.8833

Lidia Soto-Harmon, Chief Executive Officer (CEO) of the Girl Scout Council of the Nation's Capital (GSCNC) has a proven track record of success in the corporate, non-profit and government sectors. On August 25, 2010, she was appointed CEO for the Girl Scout Council, after serving six years as the organization's Chief Operating Officer (COO). GSCNC is the area's preeminent leadership organization for girls, serving 90,000 members, 62,000 girls ages 5-17. The council serves the Greater Washington Region, which includes the District of Columbia and 25 counties in Maryland, Virginia and West Virginia.

These are exciting times at the Girl Scout Council as the movement approaches its 100th anniversary in 2012. Ms. Soto-Harmon is directly responsible for developing strategies to achieve the organization's vision and mission, directing a \$14 million operating budget with 115 employees located in eight offices, and a volunteer structure that includes over 25,000 dedicated adult volunteers. As CEO, Ms. Soto-Harmon's priority is to continue the winning membership strategy to reach all girls in the region; create a culture of philanthropy to support the cultivation of donors from the corporate and private sectors; and as spokesperson, establish positive and effective relationships inside and outside the organization.

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, Ms. Soto-Harmon 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 Latinas with the message of 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. And— Ms. Soto-Harmon also developed the *DC Step Showcase* at Trinity Washington University to celebrate the rich history of African-Americans. Today, the annual event is enjoyed by all Girl Scout troops in the region.

Prior to joining the council, Ms. Soto-Harmon served as Senior Vice President for 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 also 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 Nation's Fourth World Conference on Women. Lidia traveled to Peru, Thailand and Switzerland as a State Department official to attend United Nations preparatory meetings. Ms. Soto-Harmon 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.

She 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 is 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 Special Edition. She was also named *Notimujer of the Week*, by CNN en Español for her work to reach young Latinas. Ms. Soto-Harmon serves as a Board Member for the Tahirih Justice Center, an organization that helps immigrant and refugee women seek protection from international human rights abuses.

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

**Girl Scouting builds girls of courage, confidence and character,
who make the world a better place.**