



LAURA PULIDO
Executive Vice President
Chief Financial Officer

After serving several years as Director of Development for Joni and Friends, Laura Pulido became Executive Vice President and CFO of the ministry in January, 2017. Her previous roles included Coordinator of Volunteers and Manager, Major Donors.

With a Bachelor of Science degree in Accounting from Troy University and previous experience as a business owner, Laura's ability in financial analysis and fiduciary oversight, departmental integration and strategic thinking serve her well in this position. Her certifications in Planned Giving and Christian Nonprofit Leadership, as well as Masters Courses in Corporate Taxation give her the broad perspective and in-depth knowledge to be of great benefit to Joni and Friends.

Laura grew up the daughter of missionaries in the Philippines during her early childhood, and then as a "preacher's kid" as her father returned to the United States to teach at Florida Baptist Theological College, serving as an intern pastor at local churches during this time. It was there she attended elementary through high school.

Having received a copy of *Joni* from her father in the 80s, Laura had long been aware of Joni and Friends and appreciated all that the ministry did to impact the disability community. It was in 2011 after she had been living in California for a while that she heard Doug Mazza speak at her church and realized the ministry was near her home. She reached out and discovered they had an opening that matched her gifts, as a Coordinator of Volunteer Services.

Before joining Joni and Friends, Laura founded her own business, The Protocol Institute, LLC, where she developed world-class eLearning courses on character education, etiquette and protocol. She was the first to introduce such tools for helping to instill these qualities in young people, and also wrote extensively on the topic for national publications. Laura's expertise in this area led to the unique opportunity of being invited to represent the U.S. as a delegate to the Women's Forum on Economy & Society in Deauville, France, in 2010.