



# FRACTURED ATLAS

## Fractured Atlas Announces Appointment of Two New Senior Leadership Positions

Pallavi Sharma to lead program growth and strategy, and  
Lauren Olivia Ruffin, J.D. to lead external relations

**Adam Huttler**  
Executive Director

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**New York, NY (June 22, 2016)** – Fractured Atlas is pleased to announce appointments to two newly created senior leadership positions. After conducting a nationwide search for the roles of Chief Program Officer and Vice President for External Relations (VPER), Fractured Atlas welcomes Pallavi Sharma and Lauren Olivia Ruffin, J.D. As Chief Program Officer, Sharma is responsible for program strategy and growth, product development, customer service, and research and development. As VPER, Ruffin will lead the organization’s marketing, communications, community engagement, and fundraising efforts.

"Pallavi and Lauren are both extraordinary leaders with a wealth of ideas and experience, as well as a passionate commitment to Fractured Atlas's mission," said Adam Huttler, Executive Director of Fractured Atlas. "At times our field can get a bit insular, so it's especially exciting that these two women bring the perspective and wisdom that comes from succeeding in such diverse outside environments. I am looking forward to working with them and learning from them."

Fractured Atlas Board Chair Holly Sidford welcomed them, too, saying "Lauren and Pallavi join an incredibly talented staff at Fractured Atlas and their terrific professional experiences and skills will help propel the next phase of Fractured Atlas successful development, as we continue to create forward-looking, technology-based services that respond to real time needs of the sector."

### ABOUT PALLAVI SHARMA, CHIEF PROGRAM OFFICER

Pallavi has over 18 years of proven success as a strategy and operations executive with global experience launching and growing multiple retail, ecommerce and services businesses. Along the way she has developed a keen understanding of the needs and expectations of the community, investors, board members, and donors.



Prior to joining Fractured Atlas, Pallavi was a full time consultant helping nonprofit organizations and women entrepreneurs develop strategies, streamline operations, improve team effectiveness, and market themselves successfully. Prior to that, Pallavi served as Senior Vice President and then Chief Operating Officer at PetCareRx, a Goldman Sachs funded company, where she launched a new business and oversaw a team of 75 cross-functional employees. Pallavi was Director of Product Development and Merchandising at 1800Flowers Inc., leading a team in the planning, design, and management of the complete consumer product assortment across multiple product categories and sales channels.

Pallavi completed her MBA from IIM, Bangalore India and holds a Bachelor's degree with triple majors in Psychology, English Literature and Journalism.

#### **ABOUT LAUREN RUFFIN, VICE PRESIDENT FOR EXTERNAL RELATIONS**

Lauren has more than a decade of experience assisting both nonprofit organizations and large corporations achieve their revenue and community outreach goals, with a particular focus on soliciting private individual, foundation, and corporate charitable donations; securing federal, state, and local grants and discretionary government funding; and facilitating unique, high-visibility public/private partnerships.

Prior to joining the team at Fractured Atlas, Lauren served as Director of Development for Martha's Table, a Washington, DC based organization that provides healthy food, high quality education, and family supports. Lauren has also served as Director of Development and Institutional Advancement for The National Center for Children and Families (NCCF). Early in her career, Lauren worked in a variety of policy and legislative advocacy positions, including as Assistant Director of Government Affairs with Gray Global Advisors, a bipartisan government relations firm. While at the Howard University School of Law, Lauren was awarded a Crowell & Moring Public Interest Fellowship, which funded her work for the NAACP Legal Defense Fund.

In addition to her Juris Doctorate from the Howard University School of Law, she also holds a Bachelors of Arts degree in Political Science from Mount Holyoke College.

#### **ABOUT FRACTURED ATLAS**

Fractured Atlas is a nonprofit technology company that creates business tools for artists and arts organizations, reaching a network of more than 500,000 artists across all 50 states and all 435 congressional districts. Based in New York and committed to eliminating barriers to artistic expression, Fractured Atlas provides fundraising support, access to insurance, technology, education, and other services critical to building sustainable careers and organizations.

#### **CONTACT**

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