

APRIL GIANESELLI

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Results-driven Corporate Social Responsibility professional with 10+ years of experience leading corporate and foundation giving through charitable contributions, grants, and volunteer programs. Skilled in stakeholder engagement, strategic partnerships, and collaborative initiatives to drive meaningful social impact and advance business priorities.

Professional Experience

Harley-Davidson Motor Company

September 2014 - Present

Manager Community Impact

- Developed a 10-year comprehensive community impact and Foundation strategy centered on collaborative giving, stakeholder engagement, and outcome-driven results.
- Managed the execution of Davidson Park on Harley-Davidson's Corporate Campus, overseeing construction support, community engagement, programming, and operations.
- Executed an Appreciative Inquiry Summit convening 200+ tri-sector stakeholders to inform our community impact strategic focus areas (health, housing, safety, youth opportunities, food access) to accelerate the revitalization of Milwaukee's Near West Side.
- Assessed and enhanced the Foundation's governance processes, policies, and vision/mission to ensure effective management and transparency across the organization.
- Serve as primary liaison for all Milwaukee area non-profit community partners and actively seek ongoing opportunities and partnerships to deepen and advance the Foundation's mission and corporate objectives
- Oversee and manage the Foundation's annual giving budget and actively engage in Foundation's endowment investment strategy
- Redesigned the employee volunteer program to be rooted in employee choice and personal impact to contribute to the organizations' goal of achieving >25% of global employee volunteer participation
- Influence and collaborate with internal partners (communications, facilities, sustainability, government affairs, marketing) to advance and integrate community impact within business functions
- Write and prepare communications pieces related to our corporate and foundation giving
- Maintain and oversee meaningful relationships with key external stakeholders including industry peers and consultants
- Experience in presenting to and managing relationships with executive leadership
- Support the development and execution of the organization's STEAM strategy to build a sustained talent pipeline

Northwestern Mutual

June 2014 – September 2014

Events Coordinator (contracted)

- Coordinated corporate groundbreaking ceremony for 1,500 employees, executives, and community dignitaries
- Arranged registration, catering, and entertainment for 12,000 employees & family members for first home office recognition event
- Managed employee anniversary gift program by updating gift catalog and dispersing of awards to executives

Education

- Mount Mary University | Master of Business Administration
- Saint Mary's University of Minnesota | Bachelor of Arts Public Relations

Memberships & Service

- Wisconsin Philanthropy Network
- Harley-Davidson Foundation (Vice President) June 2021 - Present
- Near West Side Partners | Health Equity Working Committee 2021 - Present
- United Way of Greater Milwaukee & Waukesha County | LINC Committee Member & '19-'21 Co-Chair 2016 – 2021