



Matthew Mielcarek serves as Vice President, Analytics & Insights Strategy at Pursuant. In his role, he works hand in hand with C-level nonprofit executives to unlock latent value in constituent and transaction data. He also engages with fundraisers to validate current strategies and identify untapped opportunities for growth.

Matthew has deep integrated strategy and campaigning expertise, working for traditional and online advertising agencies since 1995. With experience leading over 100 nonprofit client engagements, he has addressed challenges faced by the smallest regional organizations to the largest multi-chapter, multi affiliate organizations across 15 nonprofit verticals. Matthew has a degree in Advertising from the University of Texas at Austin. Early in his career, he worked at GSD&M Advertising Kantar Millward Brown, a market research firm.

Why do you do what you do?

My focus is on client success – helping customers to define and implement strategies that drive results and maximize their return on investment. Specifically, I love applying test-and-learn principles to fundraising and engagement programs. I am passionate about gleaning best practices from my experience and sharing that body of knowledge with others.

When I'm not Fundraising, I'm usually...

Hanging out in east Austin, where I live, with my dog Dexter.