



Tracy Russ
SVP, Strategy & Impact,
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Tracy Russ serves as senior vice president, strategy + impact, with the Robinson Center for Civic Leadership at Foundation For The Carolinas. In his role, he leads development and implementation of strategies to advance the foundation's civic leadership mission; builds relationships, partnerships and collaborative opportunities; and creates pathways for people, organizations and institutions in the Charlotte-Mecklenburg region to empower collaboration, move forward on shared aspirations, and to meet challenges and opportunities together.

Tracy brings more than 25 years of experience and deep joy to the work of advancing FFTC's philanthropic mission and its role as a trusted civic convenor, facilitator of shared solutions, resource for meeting complex challenges, and an institution recognized for innovation in civic and public sector leadership.

Tracy previously served as managing director of Solid, a strategic communications, civic engagement and social brand consultancy serving Fortune 100 companies, national foundations, NGOs and governments. He has worked within and alongside FFTC and community partners to develop, support and lead key FFTC civic leadership initiatives since 1995, including regionally based Voices & Choices, United Agenda for Children, Crossroads Charlotte, Project LIFT, E4E, the Charlotte-Mecklenburg Opportunity Task Force and Beyond Open.

Tracy has a bachelor's degree in English with a concentration in political science from Guilford College. He is a native Charlottean and is engaged to be married to his longtime partner Ian Leonard. Tracy and Ian live in Charlotte with their beloved pets and family members, Toby and Max.

Tracy is an avid reader and student of history, design and social change. He enjoys running, landscaping, making connections across ideas and institutions, and serving as a participant leader who believes in the power of community to change the world.

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