

**Q1 Name**

Diogo Teixeira

**Q2 Approximate number of years as a member of the [AAVSO](#) : 4****Q3 In 100 words or less, explain why you want to serve on the AAVSO Board of Directors.**

I want to help AAVSO expand its reach beyond its “Inner Circle” so as to better raise money and reach out to continue its great work and expand its mission.

**Q4 Briefly describe your past and current contributions to the organization.**

I was a member of the CAP consulting team that did the Strategic Plan in 2020. I also worked with Stella Kafka afterwards and have also contributed to the current Fundraising Committee.

**Q5 In your opinion, what are the greatest strengths of the AAVSO?**

AAVSO is a premier amateur astronomy organization with a strong following among observers of variable stars. It also has a database of observations stretching back many years. Plus, it has the ability to react quickly to certain needs of professional astronomers.

**Q6 If elected to the Board, how would you help the AAVSO translate those strengths into opportunities?**

AAVSO has three major challenges outlined in the next question. I would intend to work on all three in cooperation with the Board and staff. For instance, bring astronomy developments to interested audiences outside the AAVSO “inner circle” who do have the capacity to give. In my opinion, this has not been tried effectively yet. Further, many science oriented non-profits employ fund-raising methods that are relatively standard, such as celebrity dinners, but that have not yet been tried here.

**Q7 In your opinion, what are the greatest challenges currently facing the AAVSO?**

1. Fundraising: AAVSO has no products or services that generate revenue. It relies completely on its endowment and on annual fundraising including membership. Over many years the endowment has shrunk when measured in inflation-adjusted purchasing power. Annual giving has been drawn from a limited set of loyal members but not from a larger set of civic-minded citizens with a general interest in astronomy. This could be changed.
2. Marketing and PR: AAVSO could do a better job reaching out to millions who might support AAVSO (and who have the capacity to do so) if AAVSO adopted a different approach to reaching out to people who are not observers but do support astronomy and stellar research. AAVSO’s PR is mainly focused on observers but not on contributors. This could be improved significantly.
3. Dealing with robots and surveys: The volume of data available from surveys has grown enormously and will continue to do so. Redefining the key role of what can be done from

ground-based observatories that are operated outside of universities is a key strategic need for AAVSO.

**Q8 If elected to the Board, how would you help the AAVSO effectively meet those challenges?**

The AAVSO Board has not historically been heavily involved in fund-raising. Yet, that is often the most important role of the Board in many successful non-profits. I would seek methods to get the AAVSO Board moving in that direction.

**Q 9 Skills Background - Please check in the lower boxes every category that pertains to your background: X = experienced (X) = some experience**

Professional & amateur astronomy - I am not a professional nor have been an observer. But I enjoy science, physics, and astronomy. As a child, I followed the stars but my lengthy business career got in the way. I was an undergraduate at MIT and have always supported science and the exploration of the unknown.

X General management - Extensive in all areas. I was an entrepreneur and head of my own form with a role in all facets of the company which advised banks about technology investments.

X Financial management - Extensive in all areas, especially in asset management, finances, and investing.

X Fund-raising - On the AAVSO Fund-raising Committee and have also consulted to many non-profits over 15 years on topics ranging from marketing to technology to strategy.

**Q10 What are the three most important skills/experiences that you would bring to Council?**

1. Extensive management experience with both for-profit and not-for-profit organizations. I was a management consultant with McKinsey and am a Harvard Business School graduate.
2. I have had a good opportunity over the past 3 years to understand what AAVSO does, its history, and what its challenges are. I have suggested many ideas to improve AAVSO's longer term sustainability.
3. I have had lots of experience with other non-profits in a wide variety of fields dealing with many issues ranging from marketing to finance and fundraising. There are many lessons to be learned that could be helpful to AAVSO.