



Meet Mark R. Wille, Principal, MRW Consulting

Describe Your Business:

Established in 1994, MRW Consulting provides comprehensive fundraising, board development, strategic planning, and public relations services to nonprofits of all sizes and missions in Upstate New York and nationwide. The firm also offers executive search counsel to non-profits and specialized strategic planning assistance to small businesses.

Tell us your story:

Although I lived in Hamilton Township, NJ for many years, I was born and raised in Upstate NY. Growing up in Canajoharie, NY and several other small Mohawk Valley towns—and graduating from Ithaca College with a BS Degree in Communications—shaped my character and positive outlook on life. Moving to Horseheads, NY in 2016 truly felt like “coming home.” And you can’t beat the fantastic quality of life here in the Finger Lakes Region!

Prior to launching MRW Consulting, I worked for 17 years in Development Officer, Development Director, and Executive Director positions with local, regional, and national non-profit agencies such as the Boy Scouts of America, Recording for the Blind and Dyslexic (now Learning Ally), and Volunteers of America, Great New York. Earlier, I served in the field of marketing public relations as an account executive with Harshe-Rotman & Druck, Inc., a New York City-based, internationally renowned public relations firm. Professional accomplishments I’m especially proud of are initiating establishment of the Princeton Area Community Foundation and founding the New Jersey Nonprofit Consultants Collaborative.

I love helping non-profits realize their full potential. When folks get excited about learning and applying non-profit best practices, amazing things can happen.

What has helped you succeed and gain experience?

I was fortunate to have excellent mentors during my pre-consulting years. Thanks to those individuals and my own persistence, I benefited from a number of challenging positions in the fundraising, public relations, and non-profit administration realms. This experience, coupled with an array of demanding consulting assignments, helped me better assist clients wrestling with complex developmental issues.

What inspires you?

Seeing clients apply my advice and counsel and move to a new level of success and community impact definitely inspires me.

What keeps you up at night? What are your challenges?

Working as a full-time, independent consultant means dealing with considerable uncertainty. Cash flow is difficult to predict, due to the time it takes to bond with potential clients, fully understand their struggles, and pin down a cost-effective, results-oriented consulting approach.

What is your favorite local activity?

Experiencing the unparalleled natural beauty of this area. It’s great to escape the daily grind by hiking through Watkins Glen State Park, fishing in local lakes and rivers or bicycling through the countryside.

Is there anything else we should know about you?

I enjoy meeting new people and learning about their personal and professional passions and challenges. Also, my wife and I are long-time Golden Retriever fans. These friendly furballs are like oxygen to us. We can't live without them!

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