Paul B. Redman
President and Chief Executive Officer

About the Speaker

As Executive Director of Longwood Gardens since 2006, Paul Redman oversees all aspects of the 1,077-acre display garden, including its 400 full- and part-time employees, more than 700 volunteers, and $50 million annual budget. Considered one of the world’s great gardens, nestled in Chester County, Pennsylvania, Longwood now welcomes more than 1.3 million guests each year.

Under Paul’s leadership, Longwood has adopted a culture of planning to maintain responsible growth. Through an immersive and groundbreaking strategic planning process, a renewed direction was set and a visionary site master plan has been developed to guide Longwood for the next 40 years and beyond. Through diversification of its programming, Longwood has increased general attendance more than 25%, and has built a Membership program that alone has increased more than 200% in just six years with more than 65,000 Member households. Modernizing the organizational structure continues to be a priority for Paul. Early on he established marketing, guest services, and IT departments to build the business. Today, he supports Longwood’s investment in IT infrastructure and emerging technologies, including online learning for Longwood’s respected educational programs that now can be experienced worldwide. Paul has continued to evolve Longwood’s global horticultural research and student programs through the establishment of partnerships in China, Singapore, the U.K and Russia. Beginning in October 2014, Paul will lead Longwood as it embarks on the largest project in its more than 100-year history. New Heights: The Fountain Revitalization Project encompasses a complete restoration and enhancement of Longwood’s historic and renowned Main Fountain Garden, built in 1931. The revitalization will include innovative new fountain designs, energy efficient lighting, and enhanced garden areas for guests to enjoy, all in keeping with its original old-world charm. The project is slated for completion in 2017.

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Recent honors include the 2014 Wyck Strickland Award, 2014 American Society of Horticultural Science, Dr. William A. “Tex” Frazier Lecturer and the 2012 CEO of the Year by the Chester County Chamber of Commerce, Business & Industry. Paul currently serves on the Board of Directors for The Garden Conservancy. Paul has been working and studying in the field of public horticulture for more than 20 years. He received his Bachelor of Science Degree and Master of Science Degree in Horticulture from Oklahoma State University.

Signature Presentation

Creating a Garden of Genius:
Strategic Planning to Transform Nonprofits and Cultural Institutions

Strategic planning is not just a functional exercise. It is the difference between being a struggling nonprofit and a thriving cause-driven organization changing the world. During this session, Paul teaches the ins and outs of creating a culture of strategic planning that can transform your organization.

Paul will share the five essentials of the “Longwood Way” of planning that can help position your nonprofit for greatness. Essentials include:

- It begins at the top
- Inclusion at all levels
- Skill of the hand is the key to the vision
- The guidebook for decisions of all sizes
- Flexibility is key

Attendees will get a personal look at the ideas, inspiration, and down-in-the-dirt hard work that goes into building a planning culture for one of the premier gardens in the world. Redman will show you how the principles of beauty, innovation, renovation, and continual change can help you create a Garden of Genius at your organization.

“If a strategic plan is done correctly it will outlive any single individual or personality.”

—Paul B. Redman, as quoted in The New York Times

Testimonials

“Many thanks…it was beautiful and most informative.”
—Charles P. Schutt, Jr., The Wilmington Club

“Thank you. Your input contributed greatly to the conference’s success.”
—Pascal Garbe, International Gardens Without Limits