

Kelli Smith, CFRE  
Chief Development Officer  
John Ball Zoo

Kelli Smith's career in philanthropy spans more than two decades in health care and academia, serving in organizations whose missions closely align with her own passions to serve and invest in the needs of the community. Kelli recently joined John Ball Zoo in Grand Rapids, MI as the Chief Development Officer, leading the strategic vision for development, marketing, communications, and community engagement. In her prior role, she led major and planned giving as Director of Philanthropy at Saint Mary's Foundation at Mercy Health.

She is active in her community and serves on several local boards and is the Chair Elect for the National Association of Charitable Gift Planners Board of Directors. Kelli holds a master's degree in Health Services Administration and is pursuing her Chartered Advisor of Philanthropy (CAP) certification.