

Meet the Leadership Austin Team

Impact and Operations



Jill Goodman - Chief Executive Officer

Jill has worked with dozens of organizations to build transformative cultures and new strategic futures. Jill envisions a growing community of leaders who create exponential impact across Central Texas (and the world). She most recently served as Deputy Chief of Strategy & Innovation for Austin-Bergstrom International Airport (AUS). She also serves on the steering committee for the National Community Leadership Collaborative. Jill is an alumna of Leadership Austin's 2015 Essential Class and loves new coffee spots.



Katie Moore - Admin/Finance Coordinator

Katie is an arts and education professional with experience in creative leadership, project management, and bookkeeping. Most recently, she worked with the Paramount Story Wranglers, bringing student writing to life through performance. With a B.S. in Education, a Bookkeeping Certification, and a Certificate in Nonprofit Leadership and Management, she blends creativity with operational skill. Her background spans directing theatre, managing budgets, and supporting community programs. She thrives in roles that unite creativity, structure, and mission-driven impact.



Lindsay Smith - Marketing & Communications Manager

Lindsay is a dynamic marketing and events professional with over a decade of experience supporting 25+ Austin-area nonprofits. She has led 150+ events—from major galas to grassroots outreach—and built campaigns that boost donations, volunteers, and community engagement. Known for strategic thinking and creative storytelling, Lindsay crafts compelling messages that drive impact. Outside of work, you'll find her eating her way through Mexico City or cheering on her alma mater, the Baylor Bears. Sic 'em!

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Development & Alumni Relations



Julia Campbell - Development Director

Julia is a seasoned public sector leader with nearly 20 years of experience in Central Texas, specializing in economic development, strategic partnerships, and inclusive community engagement. She most recently led communications for Austin's \$7B Light Rail initiative and has held leadership roles with the City of Austin, UT Austin, and the Austin Chamber. A proud mom of two, Julia brings a data-driven, people-centered approach to leadership, grounded in creativity, strategy, and a passion for public impact.



Simone Alexander - Engagement Director

Simone Alexander is a nonprofit leader, community builder, cultural advocate, and artist dedicated to strengthening community-centered organizations. She previously served as Development Director at Ground Floor Theatre and Senior Manager of Engagement and Accessibility at The Contemporary Austin. Simone brings a relationship-driven approach to leadership through her service on boards and advisory councils for Mama Sana Vibrant Woman, ATX Theatre, UTeach Fine Arts, and ACC Drama. She is a proud alum of Leadership Austin's Emerge Class 15.



Sarita Alonzo - Data Manager

Sarita is a native Texan with over 17 years of experience in the nonprofit sector, strengthening organizations through operations leadership, education administration, and direct service work. A graduate of Stanford University, she has built her career developing strong systems, supporting teams, and advancing mission-driven impact. She enjoys spending time with her husband and son, exploring local parks and creeks, and embracing all that Austin has to offer.



Daniel Sanchez - Development Specialist

Daniel brings a dynamic and mission-driven approach to fundraising, with a strong foundation in development, donor stewardship, and relationship management. His experience spans impactful organizations including Texans Care for Children, Breakthrough Central Texas, and UT Health Services, where he played an integral role in advancing philanthropic initiatives and strengthening donor engagement.

Meet the Leadership Austin Team

Programs



PJ Diamond - Senior Program Manager

PJ is the Senior Program Experience Manager for Leadership Austin. PJ lives by the Rotary International motto: Service Above Self. PJ has extensive experience facilitating dynamic conversations, designing curriculum, and cultivating strategic, people-centered approaches to learning. She has honed cross-cultural communication skills while working with people all over the world. She practices yoga daily and enjoys spending time with her sisters, hiking with her niece-dog, Princesa, and playing golf.



Chris Nieto - Chief Program Officer

Chris is a native Austinite with a 20+ year background cultivating leadership skills in individuals and organizations. Chris previously served as the Senior Vice President for the National Hispanic Institute, where he expanded leadership programming throughout the United States. Chris enjoys spending time with his wife and children, hiking around Austin, and playing basketball.