



Jim Daly

President and Chief Executive Officer

Jim Daly joined the Focus on the Family staff in March 1989, accepting the position of Assistant to the President in the ministry's Public Affairs division. His primary duties during that time were targeted at fostering relationships with Focus supporters and partners. Following the formation of the International department in 1992, Daly was appointed as the international field director for Asia, Africa and Australia. In this capacity, he spearheaded the formation of many of our International Associate Offices. In January of 1997, he was promoted to the role of Vice President of the International division.



In conjunction with his continued leadership in the International department, from October 1997 through June 2002 Daly also acted as Vice President of Marketing. During his tenure with that division, he managed the transition of Focus resources from a publishing to a licensing model and initiated several changes in Focus' marketing approach, primarily in the areas of donor research and promotional campaigns. Daly also championed the project and staff restructuring now employed by the ministry.

Daly shouldered more responsibilities when he agreed to serve first as Vice President of Public Affairs in October 2003, and then the following month was promoted to Group Vice President. In this capacity, Daly was responsible for directing the strategic path of the organization. Additionally, in November 2004 Daly was appointed as the Chief Operating Officer, followed by his most recent assignment in February 2005 to the role of President and CEO.

Daly is a graduate of California State University, San Bernardino, earning a Bachelor of Science degree in Business Administration in 1984. During his senior year of study, he took part in a foreign studies program and lived with a family in Japan, attending Waseda University in Tokyo. This experience enabled him to discover his love and affinity for international relations. In 1997, Daly completed his MBA in International Business at Regis University, Denver, Colorado.

After achieving his undergraduate degree in 1984, Daly served in sales at Tension Envelope Corp., and later International Paper, a multinational company, as sales manager. In this role, he worked with a variety of industries including banking, insurance and direct marketing.

Daly was born in 1961 and has been married to his wife, Jean, since 1986. They have two sons. The Daly family resides in Colorado Springs.

May 2008