



Vision Fritz Institute envisions a world where every community has the capacity to respond and recover from a major disaster, saving lives and reducing suffering.

Mission Fritz Institute is a non-profit organization that works in partnership with governments, non-profit organizations and corporations around the world to innovate solutions and facilitate the adoption of best practices for rapid and effective disaster response and recovery.

Fritz Institute was founded in 2001 by Mr. Lynn Fritz, a social entrepreneur and philanthropist, who recognized that effective front-line humanitarian operations must be supported by strong back-room capabilities: effective operational processes, appropriate uses of enabling technologies, well-trained logistics personnel, objective performance metrics, and institutionalized learning across the humanitarian sector. Mr. Fritz is the former chairman and CEO of Fritz Companies, a Fortune 1000 global logistics corporation.

Approach: Strengthening the Front-line Response

At Fritz Institute, we believe the front-line response must be strengthened with supporting tools, technologies and processes in order to provide disaster-affected communities, as well as donors, with confidence that relief agencies are effective and accountable in their response to a humanitarian crisis.

Leadership

Robert Sproul, Chief Executive Officer

Robert Sproul oversees strategy, marketing, and the day-to-day global operations of Fritz Institute. Sproul joins Fritz Institute after close to thirty years in the advertising business as a marketing and business executive in San Francisco and New York, and as the owner of several firms in the Bay Area. Bob has an accomplished history of working with San Francisco Bay Area non-profits in the area of board policy and fundraising. Bob has served on the Alumni Board of Directors and was Chairman of the Letters and Science Board at University of California Berkeley. He has also served as Chairman of the Board for the East Bay Conservation Corps.

Laurie A. Johnson, Director, Bay Area Preparedness Initiative (BayPrep)

Laurie Johnson brings over 17 years experience in risk management and consulting to the BAPI vision to make the Bay Area a model for disaster preparedness in the US. Most recently, Ms. Johnson developed a unified recovery and rebuilding plan for the City of New Orleans, which was accepted by the Louisiana Recovery Authority in June 2007. She has written extensively about the economics of catastrophes, disaster recovery, and reconstruction for the U.S. and California geologic surveys, FEMA, HUD, the National Science Foundation, NASA's Jet Propulsion Laboratory, and others.

Mitsuko “Mich” Mizushima, Chief Logistics Officer

For more than two decades, Mich Mizushima has led global teams and a multitude of projects in logistics and supply chain management. This expertise expands Fritz Institute's capability to adapt best practices in private sector logistics to support the operations of its partners in the humanitarian relief community. Best known for her leadership roles at global transportation and shipping company APL, she brings years of private sector logistics leadership to Fritz Institute's mission to strengthen the front lines of humanitarian relief.

Kathleen A. Meyer, Vice President, External Relations

Kathy Meyer's 25 years experience in both the corporate and nonprofit sectors makes her uniquely qualified to lead the Institute's fundraising, marketing and corporate partnership activities, increasing our capacity to improve the delivery of humanitarian aid throughout the world. Kathy has served in key roles at several nonprofit organizations including a decade long tenure as Executive Director of The Business Enterprise Trust. She has also provided strategic planning consulting services to family foundations and nonprofit start-ups. Previously, Kathy held senior management positions in strategic planning and marketing at Crocker Bank, Bank of America and Zellerbach Paper Company. She has an MBA from Stanford University.

Board of Directors

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Red Cross Society of Côte d'Ivoire
Rwanda Red Cross
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Somali Red Crescent Society
Tanzania Red Cross National Society
The South African Red Cross
The Sudanese Red Crescent
The Uganda Red Cross Society
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World Vision USA
Zambia Red Cross Society
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