



## **John Batistich**

**CEO**

### **Potentiality**

John Batistich is the owner and director at Potentiality with over 20 years of experience working in online communities, alumni, fundraising databases, and digital engagement strategies. He founded Potentiality in 1998 to meet the needs of the global education market by providing the first all-in-one community management and zero input fundraising platform.

Batistich's innovative and forward-thinking approach to community engagement has enabled Potentiality to create the most powerful fundraising platform available where member engagement data is automatically collected and profiled to provide valuable insights into community engagement and donor prospecting.

Batistich is also an international expert and has spoken on engagement and fundraising strategies in the education sector around the world. He is passionate about continuous innovation and development aimed at delivering maximum value to clients.