

Catherine Iheme

Pronouns: she/her

Email address: catherine@grovential.com

Website: grovential.com

Region: Avalon

Willing to Travel: Yes

Available For: Manuscript Evaluations, Mentorship, Prize Adjudication, Editing/Proofreading, Readings, Book Reviews, Copywriting, Blog Writing, Play/Screen/Script Writing, Ghost Writing, Workshop Facilitation, School Visits, Speaking Engagements, Interviewing, Content Research, Social Media Content, Marketing/Communications, Press Releases, Advertising, Slogans/Taglines, SEO Content, Layout Design

Biography: Catherine Iheme, MBA, is a seasoned fundraising expert, certified senior product manager, and the visionary Founder of Grovential. With a passion for helping businesses and nonprofit organisations secure funding for meaningful impact, Catherine brings both academic rigour and real-world insight to the complex world of fundraising.

Armed with an MBA in Social Enterprise and Entrepreneurship, Catherine combines analytical thinking with storytelling, ensuring that organisations can attract funders, build lasting relationships, and secure the financial resources they need to thrive. Her expertise spans grant writing, diverse revenue streams, product discovery and creation, value-based marketing, and impact-driven business growth.

Beyond fundraising, Catherine is an advocate for social impact, entrepreneurship, and financial empowerment. She believes that every great idea deserves funding and is passionate about helping mission-driven organisations build sustainable revenue systems that support long-term growth and impact. Her mission is to make funding accessible, strategic, and sustainable for mission-driven leaders.

Catherine's work extends beyond consulting and training. Through Grovential, she provides comprehensive support to organisations seeking to scale their impact through strategic funding approaches. Her approach emphasises building authentic relationships with funders, crafting compelling narratives that blend data with emotion, and developing sustainable funding strategies that support long-term growth. When she's not helping organisations secure funding, Catherine enjoys strategic games that challenge her analytical thinking, continues her professional development in business strategy, and advocates for initiatives that promote entrepreneurship and community development.

Selected Publications: amazon.com/author/catherineiheme