

Name, MBA, CAE
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SUMMARY

Proven Executive Officer: Nonprofit, Association, Strategy, Government Relations, Development, Fundraising, Advocacy, Media

Self-directed and driven nonprofit executive with a comprehensive background leading, health care, education, social welfare, philanthropic and cross-functional teams to ensure success and achieve goals. Known as an innovative thinker with strong government relations, advocacy, fiscal management, program development and stakeholder relationship acumen. Demonstrated success developing and seamlessly executing plans in complex organizations. Recognized for maximizing performance by implementing appropriate strategies through analysis of details to gain understanding of the mission, emerging issues, trends and board relationships. Highly organized, creative problem solver who excels at guiding teams through complex projects by identifying goals and advising on implications. Expertise includes developing and managing multimillion dollar nonprofit budgets, joint ventures, international marketing, and advising a board of directors.

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|--------------------------------|-----------------------------|----------------------------------|
| • Nonprofit Management 501c3 | • Revenue, Fundraising | • Financial, P&L, Budget |
| • Startups and Reorganizations | • International Management | • Board, Donor Relations |
| • Staff Management | • Issue Advocacy Campaigns | • Endowments, Charities |
| • National Marketing Campaigns | • Health Care, Philanthropy | • Operations, Real Estate, Legal |
| • Joint Ventures, Partnerships | • Business Development | • Presentations, Public Speaking |

PROFESSIONAL EXPERIENCE

Health Care Nonprofit, Washington, DC

2013 – Present

Vice President, Advocacy, Government Relations, 2016-Present

- Transitioned back to chief strategy officer with enlarged responsibilities, upon the arrival of new CEO.
- Collaborated with the board of directors to develop and implement a successful onboarding for the new CEO.
- Lead revenue-generating including member services, program, marketing, communications, digital media.
- Oversee strategic alliances, technology reviews, outbound messaging, online presence, social media, public and media relations.
- Created long-term strategic direction and planning, using a 20 to 30-year time horizon.
- Raised an incremental \$10M+ by reorganizing the revenue-generation function.
- Planned, negotiated and orchestrated the successful acquisition of the intellectual property of two salary negotiation programs.
- Managed the valuation and sale of the headquarters building.
- Led market analysis and decision to lease versus purchase new headquarters, led the design, build-out and relocation.

Director, Public Affairs, 2013 - 2015

- Managed executive operations of \$21M organization during transition in both the executive office and organization.
- Grow membership revenue significantly above plan while ensuring costs were below plan.
- Oversaw all financial, operational and revenue generating activities of a national grassroots organization with local volunteer-run branches, 800+ partners and 900 student organizations.
- Authored a two-year study of activities conducted with the board of directors and task force.
- Led the realignment of activities, budget and staff with the refocused mission of the organization.
- Communicated plans and implementation of organizational changes to all stakeholders.

Save the Kids, Washington, DC

2008 – 2013

President

- Led the U. S. subsidiary of a global for-profit corporation, with complete P&L and operational responsibility.
- Relaunched global products, opened two new office locations, hired 11 team members and saw a 400%+ increase in sales.
- Oversaw product development, repositioning of offices, recruitment and motivation of a new team.
- Developed marketing, sales and new relationships with major national nonprofit organizations and corporations.

- ABC Philanthropy Consultants, Washington, DC** **2001 – 2008**
Management Consultant
- Created a successful cause marketing consulting firm that matched large brands with nonprofits in need of revenue.
 - Drove partnerships between corporations and large nonprofits that increased donations, sales, profits and awareness.
 - Clients included Commerce Bank, Target, Mental Health Association, Estee Lauder, Mattel and JPMorgan Chase.
- Institute for Outstanding Achievement, Washington, DC** **1998 – 2001**
Director of Development
- Transitioned from a regional program provider to a national organization by expanding development revenue.
 - Developed the long-range strategic plan and mid and short-term tactical plans, funding and managed a team of 13.
 - Grew funding by 20% annually with initial funding for new program areas 50% ahead of plan.
- Startup USA Foundation, Washington, DC** **1996 – 1998**
Vice President, Marketing
- Delivered operating income being 70% ahead of plan by restructuring the division to increase efficiency.
 - Founded a new endowment campaign with its first five years of projected costs being funded by a major donor.
 - Led the international marketing and development team consisting of 12 individuals and three external agencies.
 - Developed annual and long-term plans for a multimillion dollar international marketing, publicity and fundraising operation.
 - Managed new business development, a planned USO network TV special, branding and international marketing.
- Bleeding Gums Association, Washington, DC** **1994 – 1996**
Managing Director
- Exceeded financial goals by 25% annually and assisted in establishing a \$125M annual operating budget.
 - Directed operations and led accountability for the performance of a startup multimillion dollar nonprofit joint venture.
 - Developed and negotiated the joint venture agreement that created the organization.
- American Heart Association, Washington, DC** **1992 – 1994**
Director, Marketing and Promotions
- Oversaw P&L budget and directed a team that developed revenue programs with major corporations.
 - Developed the Nestle and ABC partnership that continue to yield mid six-figure annual revenues.
 - Collaborated with corporate leaders, including the CEOs of several Fortune 500 companies and board of directors.
- Trade Association, New York, NY** **1988 – 1992**
Director of Corporate Development
- Increased regional sponsorship and event revenue income by 45% in the first year.
 - Grew national income for regional offices by 25%+ annually.
 - Created and managed a sales team that generated \$7M+ in annual revenue.
 - Represented association during television interviews and presented at conferences about cause-related marketing.
- American Red Cross, Washington, DC** **1984 – 1988**
Analyst, Marketing
- Provided marketing, corporate sponsorship and development consulting to food, entertainment and financial services clients.

EDUCATION

CAE, Certified Association Executive (CAE), ASAE, Date
MBA, Master of Business Administration, Marketing, Any College, Date
BA, Bachelor of Arts, Economics, Any College, Date