JASUN SMITH, MBA, PE

337.555.5555 • email@gmail.com • linkedin.com/in/XXX • Lake Charles, LA

Business Strategy | Portfolio Optimization | Project Execution

Maximizing revenue potential and paving the way for sustainable revenue growth by reimagining processes with innovative business strategies and divergent thinking.

Unveiled strategies that amplified production capacity by 15ktpa with ZERO capital expenditure | Slashed ~$10MM in costs over career | Increase revenue potential by $16MM annually | Skillfully managed ~$2MM indirect P&L & budgets up to $280MM | Optimized operations & P&O activities – maximizing ROIC & EBIT

Relentless in defining the optimal strategy and most efficient approach to data collection, analysis, and reporting to steer organizational growth and transformation. Exceptionally well-versed in business and engineering – supported by intellectual curiosity and focus on exposing, understanding, and seizing opportunities in value chain optimization. Dynamic team builder and leader with strong account and relationship management optimizes key strategic relationships to increase account value.

Career Highlights

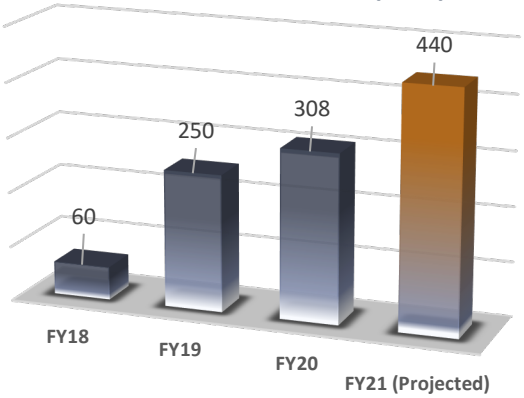
Innovative Problem Solver — Eradicate long-standing problems & maximize efficiencies

Capitalized on opportunity to inject $16MM of potential new revenue into unit annually by reimagining supply chain system and expanding throughput from 90ktpa to 105ktpa without capital costs. Performed extensive scenario analyses to create proactive production/sales plan that supported massive growth delivered through doubling of existing unit capacity and startup of new unit while creating strategies to mitigate risks.

Data-Driven Optimization — Unearth hidden opportunities for value chain optimization

Presented supply chain insights, re-evaluated long-standing practices, and reimagined processes to deliver millions in cost savings. Expanded surfactant availability globally and pivoted unit from low-margin commodity to high-margin specialty operation.

Managed Capacity Growth (ktpa)



Professional Highlights

SASOL, Lake Charles, LA — 12/2012 - Present

Planning & Optimization Leader, Surfactants & Intermediates (2017 – Present)

Promoted to power growth and design robust business processes to maximize bottom-line impact of 2 new units. Enhance performance across new units by analyzing existing processes and implementing effective systems, strategies, and policies. Coach and mentor team to peak performance levels. Skillfully manage short- and long-term strategy planning while spearheading value chain optimization meetings with leadership to maintain alignment with business goals while identifying and mitigating risks. Optimize product availability by creating strategies to avoid supply/demand imbalances. Manage distribution through Force Majeure events.

- **Increased revenue potential of Sasol's surfactant value chain by $16MM annually** by expanding unit capacity to 105ktpa.
- **Optimized production schedule and balanced product allocation / inventory.** Streamlined processes and communicated between departments to enable optimization initiatives.
- **Led business operations for startup of 300ktpa EO/EG unit** and doubled surfactant unit's capacity from 90ktpa to 205ktpa.
- **Supported roadmap to streamline and automate planning and forecasting** by building and implementing data-analysis / KPI tracking tools and integrating software solutions.

Led Startup of 300kpta EO/EG Unit

Increased Surfactant Unit Capacity from 90ktpa to 205 ktpa

SASOL

Acting Manager, Capital Budget, Governance, and Project Controls – North America Operations (2016 – 2017)

Tapped to step up and build project controls department with capital budget function. Implemented strong financial controls with the objective of optimizing ROI while administering $150MM in capital expenditures and $30MM expense budgets.

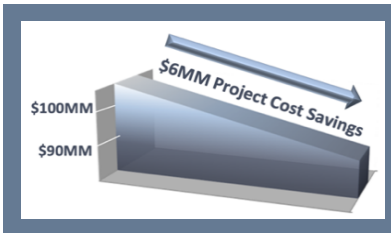
- **Advanced forecasting accuracy and expanded data-capture capabilities** by designing and implementing more effective data analytics tools that improved project scope and expense tracking capabilities and allowed project managers to predict overspend earlier in a project.
- **Captured cost savings, improved project timelines, and mitigated cost overrun risk.** Trained staff and contract leadership to utilize new cost-tracking tools.

SASOL

Project Manager / Principal Engineer (2012 – 2016)

Planned and executed project portfolio of standard and complex engineering projects, balancing simultaneous projects valued up to $50MM annually. Collaborated with leadership teams and engineering subject-matter experts to minimize operational disruption during planned outages and required equipment upgrades throughout the facility. Led cross-functional teams to develop strategies and project roadmaps that minimized unit downtime while maximizing project productivity and efficiency.

- **Rationalized $4MM facility improvement / site safety project by collecting and analyzing 100K+ data points.** Gained buy-in from plant leadership, defined project scope and orchestrated project execution – **delivered successful project $500K under budget.**
- **Fostered culture of personal accountability with focus on safety.** Improved contractor and staff engagement by transforming safety meetings from mundane monologues to collaborative, interesting discussions that sparked new awareness and accountability throughout the organization.
- **Achieved $2MM in project savings**, reigning in spiraling costs and course-correcting challenged 34,000 ft^2 R&D laboratory construction project.



Diverse Project Portfolio Management

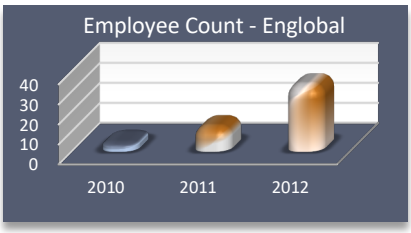
Slashed project costs ~$6MM during tenure while managing diverse project portfolio including automation, R&D, process safety, and industrial process optimization projects. Consistently delivered projects timely and under budget by innovating dynamic solutions to project challenges.

ENGLOBAL, Sulphur, LA — 2011 – 2012

Department Head | Account Manager | Project Manager

In just 12 months, steered a business department to significantly increased profitability. Renewed focus on the customer and injected a sense of accountability into corporate culture to energize teams and drive revenue growth while expanding client portfolio. Forged strong relationships with high-value clients and led 25 field staff and 8 direct reports across 3 regions.

- **Powered 100% revenue increase, achieving 10%+ margin growth.**
- **Seized untapped opportunities for project and client portfolio growth.**
  - Reached $2MM+ in engineering projects while tightening project financial controls.



Early Career

Project Manager | TETCO, INC.	2005 – 2011
Project Engineer | ENGLOBAL	2003 – 2005
Project Engineer | LEVINGSTON ENGINEERS	2002 – 2003

Education

AUBURN UNIVERSITY
Master of Business Administration (MBA)

MCNEESE STATE UNIVERSITY
Bachelor of Science (BS) in Engineering

Licenses & Certifications

STATE OF LOUISIANA
Professional Engineer

AUBURN UNIVERSITY
Six Sigma, Green Belt

JP Smith

CIO, Information Technology

jpsmith@outlook.com | 555.555.5555 | LinkedIn Profile

Defining True North Strategy & Steering Calculated Risk Initiatives to Emerge Stronger

PE + Public Company Executive Leadership | Industry Thought Leader – Invited Speaker – Event Chair - Expert Panel Host | ~40 Mergers, Acquisitions, Integrations & Due Diligence | 4+ Board & Advisory Roles as Cybersecurity Subject-Matter Expert | $20M+ CAPEX + OPEX |

Strategist & Innovation Technologist – Accelerating Profitability

Prolific cyber security and technology thought leader with multifaceted career wields unique perspective and expansive industry experience to formulate strategies that accelerate growth and value for companies with high growth objectives.

Sought-After SME & Business Operations Trailblazer

Recruited to flawlessly execute cloud transitions to Azure, AWS, or appropriate platforms and incorporate collaboration technologies into operations—accelerating business communication capabilities and bandwidth.

Culture Change Leader – Operational Excellence

Respected for unconventional approach to business transformation. Known for articulating a clear vision and execution plan to every department—ensuring thorough understanding and seamless transition to profit-enhancing processes. Admired for consistently producing impressive results, boosting valuations up to 3X purchase price and rescuing distressed assets.

Board & Advisory Leadership

Aid, build and promote go-to-market strategies. Enable standardization, productization and scale of solutions via roadmap of key initiative recommendations.

Consult and advise on merger and acquisitions, pre- and post- IPO framework, strategic product & technology leadership.

KLogix
Advisory Board Member/Enterprise Risk Advisor

Zscaler
Technology Executive Advisor

Druva
Customer Advisory Board Member

20+ Years of Digital Transformation Experience

SOS Security, LLC 08/2019 - Present

One of the largest privately-owned security companies in the US with 15k employees worldwide. SOS has offices across the US and resources in 100 countries.

Chief Information Officer

Repositioned company as attractive investment to capture attention of Allied Universal –largest North American company in manned guarding industry with $8.5B revenue – within 6 months. Sold at 100+% IRR.

Lend technology perspective as trusted advisor to C-suite and Board of Directors. Steer enterprise growth strategy by illuminating opportunities to capitalize on leading-edge digital technologies that drive profitability and growth. Positioned company to reach ambitious goal to boost valuation to 3X purchase price with $1.5B in revenue within 3 years via accretive and profitable acquisitions. Sparked culture change that cascaded through every level of the organization while deepening understanding of IT department's daily operational impact.

Transformation Architect & Change Leader: Designed procurement program that cut costs, reduced administrative redundancies, and improved service levels.

Charted a Course to Growth

Within First 90 Days:

- 3-Year Plan + Cloud Migration Strategy
- Business System Integration Blueprint
- Robust Cyber Security Program
- Built & Launched IT PMO

TRC Companies, Inc. 2000 - 2019

Global consulting firm with $1.7 billion gross revenue. TRC has 6000+ employees in 180+ offices in the United States, Canada, the UK, and China.

Chief Information Officer ▪ 2008 - 2019

Chief Technology Officer [2008 to 2016] ▪ **VP, IT** [2004 to 2007] ▪ **National Manager, IT** [2002 to 2004] ▪ **Manager, IT** [2000-2002]

OPEX / CAPEX Budget: $20M / P&L: $2M / Direct Reports: 45+ / M&A Integrations + Due Diligence: 40+ Acquired Companies

Promoted to increasingly strategic, highly visible roles based on track record of success shaping vision and growth trajectory. Aligned information technology strategies with evolving enterprise growth objectives, digital transformation needs, and revenue goals. Pioneered innovation and created reliable, scalable infrastructures with positive impact on people, processes, and technology.

INSTITUTED ITIL & COBIT FRAMEWORKS & OVERHAULED POLICIES & PROCESSES – Seamlessly aligned IT services and systems with business and end-user needs to drive value and ensure revenue growth and business continuity. Built legacy as inspiring leader willing to partner cross-functionally and work together with leaders to plan, improve, and execute IT and infrastructure development initiatives.

MERGER & ACQUISITION STRATEGY ADVISOR – **Selected to join core executive team appointed to transition company from publicly traded to private equity owned business.** Led due diligence and integration of 40+ acquired businesses and instituted vision, structure, and strategy to stabilize operations and maximize ROI.

- *Led with compassion and empathy to fuse teams, achieve cohesion, and promote shared vision for success within every level of the organization.*

TECHNOLOGY TRAILBLAZER & INNOVATIVE CYBERSECURITY PROGRAM DESIGN EXPERT – **Shielded sensitive data and thwarted internal and external attacks** as mastermind behind fortified, comprehensive cybersecurity program and future-focused strategy. Rationalized need for Chief Information Security Officer and gained buy-in from leadership team to fill CISO role that oversaw every facet of data security. Formulated disaster recovery plans and ensured all aspects of IT were addressed, including data classification and retention, data loss prevention, active threat assessment and mitigation, cyber awareness program and incident response.

CONCEPT-TO-EXECUTION LEADER OF RISK MITIGATION PROGRAM DEVELOPMENT & REGULATORY COMPLIANCE INITIATIVES – Developed uncompromising systems to empower employees with unobstructed access to data while protecting intellectual property and simplifying compliance. Strengthened quality control and risk management programs by developing new policies and introducing solid quality management systems that improved reliability and control of IT systems while minimizing risk.

- *Sponsored and orchestrated ISO 27001 certification for Power sector within TRC. Created companywide strategy and achieved certification and implementation of NIST standards.*

PROCESS REFINEMENT & AUTOMATION INTRODUCTION – Maximized efficiencies by partnering with leaders in HR, finance, facilities, and legal departments to identify and close process gaps and inefficiencies with automated processes.

- *Achieved 30% reduction in on- and off-boarding timeframe in HR and enabled staff training via virtual reality.*
- *Engineered robotic process automation solution to streamline workflow within accounts payable.*
- *Eliminated 20% of time-consuming administrative tasks for attorneys. Defined use cases and launched pilots to formulate strategy and IT roadmap to incorporate legal AI solutions within legal processes to allow in-house attorneys to focus on high-value, strategic work.*

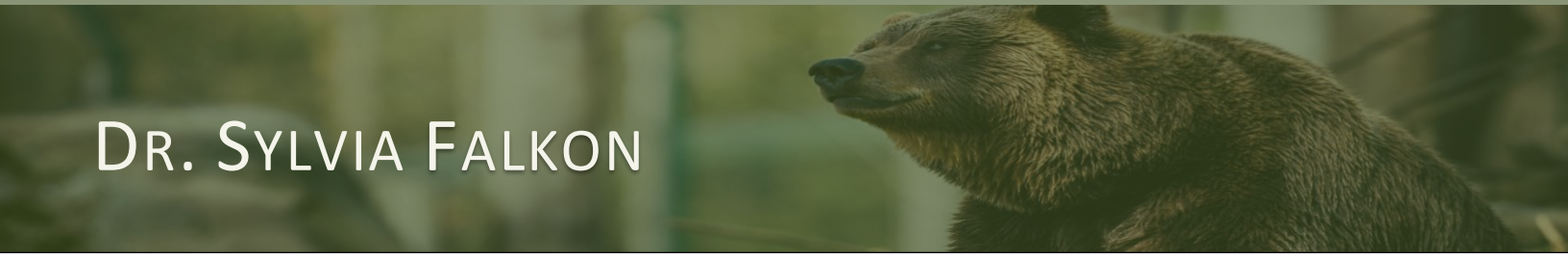
REVENUE & GROWTH OPPORTUNITY IDENTIFICATION & BOLD LEADERSHIP ALIGNED WITH CORPORATE RISK APPETITE – Drove efforts to carve out SAAS based, data-driven solution company that offers solutions to infrastructure organizations to manage assets and share information with multiple users simultaneously, optimizing capital investments and minimizing risk. Created Chief Digital Officer role to bundle commercial opportunities.

EDUCATION

Master of Business Administration (MBA) | MONTCLAIR STATE UNIVERSITY

Post Graduate Diploma, Business Management | CHANDIGARH, INDIA

Bachelor of Engineering, Electronics Engineering | BANGALORE, INDIA



DR. SYLVIA FALKON

Maryland | (555) 555.2555 | email@gmail.com | www.linkedin.com/in/sample

DIRECTOR / VP | INTERNATIONAL CONSERVATION, WILDLIFE PROGRAM DIRECTION, ENVIRONMENTAL ADVOCACY

Raised Millions in Funds / Donations | Recognized Subject-Matter Expert in Wildlife Conservation
Prolific Research Scientist and Invited Speaker | Championed Diversity & Inclusion Intiaitves
Invigorated Wildlife Advocacy Efforts | Program Budgets to $2.5M - Teams to 15 in 3 Countries

Recognized as respected industry speaker, thought leader, and subject-matter expert on wildlife conservation strategy.

Respected conservation expert and industry thought leader known for relentless environmental advocacy and visionary policy development strategies. Remarkable track record of advancing effective public policies and practices, sparking interest in science within minority and underrepresented groups, and steering legislation within wildlife policy. Tenacious, ambitious, and inspirational with bilingual communication skills. Frequently invited as keynote speaker at major industry events. Extensive success in the development, mentoring, and leadership of top-performing personnel.

Recipient of numerous awards and grants, including:

International Center for Tropical Ecology Travel Award | NRDC Conservation Genetics Fellowship | AAAS Environmental Fellowship
Smithsonian Post-doctoral Fellowship | Smithsonian Tropical Research Institute Pre-Doctoral Fellowship | TWA Environmental Research Grant | Smithsonian Tropical Research Institute Short Term Fellowship | Sigma Xi, The Scientific Research Society
University of Missouri, St. Louis Graduate Fellowship

PROFESSIONAL HISTORY

NATURAL RESOURCE DEFENSE COUNCIL, Washington, DC 2005 – Present

501(c)(3) environmental advocacy organization engaging public and policy makers on causes, consequences, and solutions to some of the world's most pressing environmental challenges.

SENIOR DIRECTOR, WILDLIFE |2017 – Present:

Promoted to define and direct program strategy after wildlife "project" was scaled and received "division" status after organizational restructure. Coach and inspire team of 15 senior experts across the globe to peak performance and manage $2.5M budget. Devise and gain buy-in for game-changing advocacy initiatives that strengthen wildlife trading violation policies and expand protections for vulnerable species including Northern Rockies wolves and grizzlies and all pollinators – fortifying conservation protections for critical species.

Key Accomplishments:

- **Ushered in new era of expansion and growth** as concept-to-success creator of organization's **first-ever "Diversity, Equity and Inclusion Action Plan."**
  - *Spearheaded inclusive process and assembled roadmap with actionable steps to increase diversity of staff, thought, and perspective while cultivating an inclusive culture – raising the bar and blazing a path for other scientific organizations to follow.*
- **Marshalled support for ballot initiative to reintroduce wolves to Colorado** to increase pack numbers and restore balance within the region's ecosystem.
- **Championed legislative efforts protecting Endangered Species Act** by amplifying communications / outreach to public and partner agencies.
- **Shielded pollinators from possible extinction** and stepped up efforts to reverse dwindling numbers by introducing native prairie strips in farmland.
- **Provide thought leadership and trusted advice across nature portfolio of programs** as **subject-matter expert and** active member on "Nature Program Leadership Team."

PROJECT DIRECTOR & SENIOR SCIENTIST |2012 – 2017:

Stepped into increasingly strategic role after predecessor assumed new position in organization. Identified untapped opportunities to expand organization's reach and ensure development of robust policy positions and strategies. Offered specialized expertise to drive development and initiation of new bodies of work. Grew project from 6 to 10 scientists and prioritized resources to maximize impact with budget of $1M.

Key Accomplishments:

- **Facilitated communication efforts across nature portfolio** to further cross-campaign policy development and advocacy strategy. Partnered with multiple departments and cross-functional teams to advance deliverables and achieve agency objectives.
- **Introduced pollinator and wildlife trade campaigns to nature portfolio,** broadening scope and escalating positive impact on critical species. Shed light on devastating impact of glyphosate use within US agriculture on bees and monarch butterflies, increasing awareness and setting the stage for future policy changes.
- **Thwarted US Fish and Wildlife Service's attempt to eliminate ESA protections from wolves.** Reviewed scientific argument presented and provided expert opinion regarding validity, applicability, and potential consequences of US Fish and Wildlife's proposal.
    - *Simplified complex genetic argument to expose scientific inaccuracies as part of review team led by NCEAS (National Center for Environmental Analysis and Synthesis at UC Santa Barbara).*
    - *Led team through development of technical comments used as basis of litigation strategy in preparation for potential legal challenge of delisting.*
- **Penned numerous technical comments and steered strategy** behind 20+ species-specific Endangered Species Act petitions and agency decisions with particular focus on those reliant on genetic data.

STAFF SCIENTIST | 2007 to 2010

Galvanized support for advocacy initiatives and increased political engagement within scientific community through consistent outreach, communication, and relationship development with scientists. Furthered organization's efforts to protect endangered species as author of technical comments on multiple federal agency actions. Delivered expert testimony in federal court as recognized conservation expert, successfully blocking attempts to remove vulnerable species from list. Enlisted support from scientists in adjacent agencies to bolster network and supporting voices weighing in on policy decisions.

- **Encouraged increased outreach, recruitment, and engagement of minorities** and underrepresented groups.
- **Added vulnerable species to Endangered Species Act** including insular population of false killer whales, Gulf of Mexico Bryde's whale, and whitebark pine.
- **Protected gray wolves (***Canis lupus)* from removal from list by providing expert witness testimony rationalizing protection and convincingly illustrating catastrophic consequences for species upon removal.
- **Secured critical funding for research and solution development** for whitenose syndrome plaguing bats by organizing Capitol Hill Congressional briefing. Recruited several scientists to present to key decision makers, capturing funding and support.

CONSERVATION GENETICS FELLOW | 2005 to 2007

Recruited to become NRDC's first science fellow to review federal agencies' use of genetic data as related to Endangered Species Act decisions. Selected based on unique skillset and background including PhD in evolutionary ecology combined with deep expertise in strategies to integrate science into policy making efforts.

PAST SUCCESS

Environmental Fellow, American Association for the Advancement of Science | 2004 – 2005
Research Associate, Genetics Program, Smithsonian Institution | 2004 – Present
Postdoctoral Fellow, Genetics Program, Smithsonian Institution | 2003 - 2004
Graduate Student Fellow, University of Missouri, St. Louis | 1999 - 2003
Research Associate, Center for Conservation Biology, Stanford University | 1997 - 1999

Matthew Smith

Washington, DC 20003
202.555.3559
matt@gmail.com

Shapeshifting consumer spending drivers & behavior by connecting consumers to value-driven data.

Technology Executive:

Value Metrics | People ➡ Data ➡ Value-Driven Spending

Capacitated Paradigm Shift in Data / Business Intelligence Market Impacting 200M+ Consumers • Masterminded Game-Changing Technology Featured on 250+ Media Outlets • Led Teams of 300+ • Raised $40M+ via Fundraising Initiatives • Generated $200K as Presidential Campaign Member

Technology pacesetter at the helm of application development with paradigm-shifting impact. History of success applying cutting-edge data technology in unconventional ways as first to create new, unimagined markets with global reach to drive billions in value for investors and corporations.

Astute executive known for divergent thinking, diplomacy, and action bias with a reputation for positively challenging the status quo to lead the way to business-technology alignment with a full kaleidoscope of game-changing ideas and technology innovations.

Executive Skillset

- Juris Doctorate
- CxO Partnerships
- High-Growth Strategies
- Revenue Generation
- Consumer Engagement
- New Product Introductions
- IT Transformation
- Gaining Consensus & Buy In

RECOGNIZED FOR INNOVATION ON:

"Great job on this app"
– Stephen Colbert

"Very useful app. I'm going to install that app."
– Stuart Varney

Career History

Spend Consciously, Washington, DC — 2013 – Present

Start-up technology innovation company with a mission to bridge the data – consumer gap to inspire interpersonal understanding while empowering every consumer to spend, save, and invest with companies that support causes that echo their values.

CEO / Co-Founder

Launched a highly reputable technology hub from scratch, leading tea of 15 direct reports to pilot well-received customer-facing technology. Won investor backing after creating marketing and fundraising initiatives including crowdfunding and seed round. Fostered culture of acceptance and embraced diversity and inclusion to attract some of the brightest minds in multiple industries to contribute to technology evolution, sales, and marketing.

- **Recognized nationally with 250+ press mentions** for breakthrough innovation and ingenuity by media outlets including **The Washington Post, TIME, Forbes, The Economist, and USA Today** and others.
- **Achieved 100K+ downloads of new app within 3 weeks** of launch.
- **Established massive database** of corporate and CxO political and value-based contributions to **empower consumers to advocate for causes and support candidates indirectly** by adjusting day-to-day spending to support corporations that further consumer issues.
  - **Met challenge to tap into every demographic with inherently unbiased platform.**

BUY PARTISAN

"What we wanted to do is … not tell somebody to go buy Democrat or buy GOP, but just be able to have information, and do whatever they want with it. We don't arbitrate our own values, we aggregate data & provide it to people." – Matt Colbert

10 Mile Square, Washington, DC — 2009 – 2013

National consulting firm with focus on political campaign management, fundraising, and PR.

Founder

Developed prolific campaigns and communication strategies for politicians and corporations. Grew client portfolio to support 5+ staff members. Leveraged expertise and background in lobbying to push healthcare bill that would shape the future of healthcare. Took on multiple grassroots initiatives and championed fundraising efforts of several large non-profits to **generate ~$30M in funds**.

Matthew Smith

555.555.5555 | matt@gmail.com

Notable Clients @ MBC:

Democratic National Committee
Obama for Senate
Obama for America
NAACP Voter Fund
NY State Senate
Democratic Congressional Campaign Committee
Johns Hopkins University
WMAR-TV

Leadership Conference on Civil Rights

Voting, Education + Disability Right Protection

- Championed poverty campaign creation.
- Launched "Half in Ten" campaign.
- Appointed to team responsible for Fair Housing Commission establishment.

Balanced Law School and Obama Campaign Management Tasks Simultaneously

MBC & Co., Washington, DC 2000 – 2008

Consulting firm specializing in political campaign management, fundraising, corporate PR, and communications strategies to political campaigns, party organizations, corporations, non-profits, and technology companies.

President / Founder

Launched consulting firm and designed political campaigns that moved voters to action. Managed communications and public relations for high-profile candidates and technology corporations. Spearheaded marketing and communications initiatives with geographically dispersed, diverse teams of up to 400 people. Maintained consistent messaging and public image for candidates and inspired field and headquarter teams to ignite voter interest and fundraising outcomes. set the stage for millions in donations and invaluable voter exposure that catapulted candidate recognition.

- **Built cohesive, top-performing teams** across dispersed locations.
- **Raised millions in donations** as fundraising manager for numerous campaigns.

Congressional Campaign Manager For: ***Wayne Hogan for Congress & Gerald Willis for Congress***

Early Career Success

Judicial Intern | U.S. District Court, Chambers of the Honorable Andre M. Davis | Baltimore, MD
Served recently confirmed 4th Circuit Court of Appeals judge during internship. Deepened legal expertise and gained real-world trial and hearing experience. Served as trusted staff member, drafted opinions and contributed to legal discussions regarding cases.

Director, Finance | Martin O'Malley for Mayor
Raised $1.2MM in under 10 weeks by creating and implementing finance and communications strategy.

Chief of Staff | Senator George Onorato
Directed 15-person team across multiple offices. Overhauled political strategy and operations procedures to optimize outcome for vulnerable incumbent Senator.

Assistant to National Campaign Manager | Democratic Congressional Campaign Committee
Championed campaign strategy development and implementation across the nation. Minimized losses to 2 incumbents.

Assistant to Chairman | Democratic National Committee
Interfaced extensively with elected officials and dignitaries, including President Clinton, while coordinating daily operations of office.

Assistant to Scheduler & Special Assistant | Senator Edward Kennedy
Furthered Health and Judiciary committee work including Breyer Supreme Court nomination.

Education

Juris Doctor (JD) | American University

Bachelor of Arts in Communications, Legal Institutions, Economics, & Government | American University
Activities: ***Graduate****, Campaign Management Institute & Lobbying Institute*

Matthew Smith

Washington, DC 20003 • 555.555.5555
matt@gmail.com • LinkedIn Profile

Shapeshifting consumer spending drivers & behavior by connecting consumers with value-driven data.

DISRUPTIVE TECHNOLOGY MASTERMIND ▶ BUSINESS DEVELOPMENT STRATEGIST

TEAMS: UP TO 400 | $250M RAISED VIA FUNDRAISING CAMPAIGNS FOR CORPORATIONS, CAMPAIGN PARTIES, & NON-PROFITS

Capacitated Paradigm Shift in Consumer Spending Behaviors with Revolutionary Technology
Potential Market Size: Over 2 Billion Consumers
250 MEDIA OUTLETS FEATURED NEW TECHNOLOGY | TRIPLE-DIGIT GROWTH – REACHED 2M+ CONSUMERS IN <2 WEEKS

Progressive, executive-level, and strategic leadership behind disruptive technology solutions development and delivery, as well as peak rise in revenues and profits as inceptor of innovative business development strategies. Technology pacesetter at the helm of application development with paradigm-shifting potential. Recognized subject matter expert and thought leader frequently invited to speak on entrepreneurship, technology, civic engagement, impact investing, and political engagement / mobilization.

> **"Great job on this app"**
> **– Stephen Colbert**
>
> **"Very useful app. I'm going to install that app."**
> **– Stuart Varney**

Astute technology executive known for divergent thinking, diplomacy, and action bias with a reputation for positively challenging the status quo. Leads the strategy to achieve business-technology alignment with a full kaleidoscope of game-changing ideas and innovations. History of success applying cutting-edge data technology in unconventional ways – reimagining scope of technology and creating new markets with potential to deliver **billions in value for investors and corporations**.

Featured on The Colbert Report, The Washington Post, Fox News, CBS This Morning, & NBC World News among others.

Visionary Technology Leadership • Technical Research & Design • Technology Integration Projects
Cutting-Edge Technology Solutions Development & Delivery • Business Development & Revenue Growth • Strategic Partnerships
Go-to-market Strategies • Executive Collaboration • Client Servicing & Relationship Management • Team Building & Leadership

LEADERSHIP CAREER HISTORY & HIGHLIGHTS

CEO / Founder | SPEND CONCIOUSLY | 2013 – Present

Start-up technology innovation company with a mission to bridge the data – consumer gap to inspire interpersonal understanding while empowering every consumer to spend, save, and invest with companies that support companies and causes that echo their values.

Launched a highly reputable technology platform from the ground up, leading team of 15 direct reports to pioneer well-received customer-facing technology. Won investor backing after creating marketing and fundraising initiatives including crowdfunding, seed round, and contributions amassed by leveraging extensive network of investors in business, technology, entertainment, and political fields. Fostered culture of acceptance and embraced diversity and inclusion to attract some of the brightest minds from multiple industries to contribute to technology evolution, sales, and marketing. Managed full gamut of executive-level functions, including customer relationship management, deal closing, contract negotiations and management, product strategy, and complex merger and acquisition scenarios during organizational change.

- **Recognized nationally with 250+ press mentions** for breakthrough innovation and ingenuity by media outlets including **The Washington Post, TIME, Forbes, The Economist, and USA Today** and others.
- **Achieved 100K+ downloads of new app** within 3 weeks of launch.
- **Established massive database** of corporate and CxO political and value-based contributions to **empower consumers to advocate for causes and support candidates indirectly** by adjusting day-to-day spending to support corporations that further consumer issues.
- **Met challenge to tap into every demographic** with inherently unbiased platform. Passionately led new technology research and development, defined sales and go-to-market strategies tailored to multiple audiences.

> BUY PARTISAN
>
> **"What we wanted to do is … not tell somebody to go buy Democrat or buy GOP, but just be able to have information, and do whatever they want with it. We don't arbitrate our own values, we aggregate data & provide it to people." – Matt Colbert**

Matthew Colbert 202.538.3079 • mattcolbert@gmail.com

Leadership Career History & Highlights Continued…

Founder | 10 MILE SQUARE | 2009 – 2013
National consulting firm with focus on political campaign management, fundraising, and PR.

Quickly delivered revenue growth and results – Developed prolific campaigns and communication strategies for politicians and corporations. Grew client portfolio to support 5+ staff members. Leveraged expertise and background in lobbying to push healthcare bill that would shape the future of healthcare. Took on multiple grassroots initiatives and championed fundraising efforts of several large non-profits to generate ~$30M in funds. Assumed full ownership of business and communication strategy, campaign and brand message design, as well as business development and account management.

President / Founder | MBC & CO. | 2000 – 2008
Consulting firm specializing in political campaign management, fundraising, corporate PR, and communications strategies to political campaigns, party organizations, corporations, non-profits, and technology companies.

Launched consulting firm and designed political campaigns that moved voters to action. Managed communications and public relations for high-profile candidates and technology corporations. Spearheaded marketing and communications initiatives with geographically dispersed, diverse teams of up to 400 people. Maintained consistent messaging and public image for candidates and inspired field and headquarter teams to ignite voter interest and bolster fundraising outcomes.

- **Set the stage for millions in donations and invaluable voter exposure** that catapulted candidate recognition with ingenious multichannel campaign strategies launched across multiple platforms.
- **Built cohesive, top-performing teams** across dispersed locations.
- **Raised millions in donations** as fundraising director and campaign manager for politicians and corporate clients.

Notable Clients

Al Gore for President
Johns Hopkins University
Democratic National Committee
Obama for America
NAACP Voter Fund
Democratic Congressional Campaign Committee
WMAR-TV
McCormick & Company

Early Career Success

Leadership Conference on Civil Rights

Voting, Education + Disability Right Protection

- ✓ Championed poverty campaign creation.
- ✓ Launched "Half in Ten" campaign.
- ✓ Appointed to team responsible for establishing the Fair Housing Commission.

Judicial Intern | U.S. District Court, Chambers of the Honorable Andre M. Davis
Served recently confirmed 4th Circuit Court of Appeals judge during internship. Deepened legal expertise and gained real world trial and hearing experience. Served as trusted staff member, drafted opinions, and contributed to legal discussions regarding cases.

Regional Finance Director | Gephardt for President
Directed fundraising plan that raised $2.5M from votes in 20 states. Designed campaigns to increase donations from past contributors while expanding donor portfolio.

Director, Finance | Martin O'Malley for Mayor
Raised $1.2MM within 10 weeks by creating and implementing finance and communications strategy.

Chief of Staff | Senator George Onorato
Directed 15-person team across multiple offices. Overhauled political strategy and operations procedures to optimize outcome for vulnerable incumbent Senator.

Assistant to National Campaign Manager | Democratic Congressional Campaign Committee
Championed campaign strategy development and implementation across the nation. Minimized losses to 2 incumbents.

Assistant to Chairman | Democratic National Committee
Interfaced extensively with elected officials and dignitaries, including President Clinton, while coordinating daily operations of office.

Assistant to Scheduler & Special Assistant | Senator Edward Kennedy
Furthered Health and Judiciary committee work including Breyer Supreme Court nomination.

Education & Certifications

Juris Doctor (JD) | Jacob Fuchsberg Law Center, Touro Law School
Juris Doctor (JD) Candidate | American University
Bachelor of Arts in Communications, Legal Institutions, Economics, & Government | American University
Activities: Graduate, Campaign Management Institute & Lobbying Institute

Scott**London**

255.555.1554
email@yahoo.com
Ft. Lauderdale, Florida

EXECUTIVE DIRECTOR ▸ JEWISH LIFE | EXPERIENTIAL TEACHING | JEWISH PROGRAM CREATION

Intellectually curious, friendly education leader and change catalyst respected for transforming Jewish education programs and generating unprecedented community and student engagement. Known for optimistic mindset and willingness to positively challenge the status quo – formulating policy and process changes that keep pace with changing times while improving student outcomes. Recognized for compassionate nature and genuine desire to improve educational institutions with innovative, creative curriculums and operational paradigms. Open-minded, respectful leader and devout Jew dedicated to furthering the mission and vision of Jewish temples and religious schools.

CAREER HIGHLIGHTS

100% RETENTION RATE
Cultivated strong partnerships with division heads, academic leaders, and employees.

150% STUDENT ENROLLMENT BOOST
Unveiled and addressed gaps in processes, incorporated best practices, diffused issues, and mitigated risk.

12% COST SAVINGS
Sourced cost-efficient vendors and leveraged network to reduce operational costs.

PROFESSIONAL HISTORY

Temple Bat Yam, Ft. Lauderdale, FL — 2018 – Present

Reform congregation dedicated to exploring and embracing Jewish heritage from a liberal perspective. The temple encourages Jewish study through its educational programming for children, families, and adults.

DIRECTOR OF EDUCATION

Reimagine outdated teaching paradigm and optimize operations, policies, and processes to boost student participation and recruitment success. Resolve highly complex, sensitive issues within employee and student populations while fostering positive, healthy workplace through development of standardized, equitable processes. Create and implement traditional and experiential learning programs for K- 12th grade students. Managed program budget and orchestrated staff scheduling and relational needs.

Ushered school into the 21st century by securing free iPads for classroom use, updating 20+-year-old textbooks, and introducing digital and alternative-learning options to spark engagement within the student body.

Key Accomplishments:

- **Realized 12% OPEX cost reduction.** Conferred with accountant and relevant parties, reviewing financials for accuracy, transparency, and revenue expectations. Handled required governmental non-profit paperwork, tax filings, etc.
- **Established best practices and refined legacy programs.** Conducted annual program evaluation, adopting continuous improvement mindset and standardizing program evaluation processes.
- **Met COVID challenge to quickly pivot to online learning methodologies.** Positioned school for easy transition after transforming operational paradigm after stepping into role.
- **Implemented online Bnai mitzvah lessons** via Flipgrid for 5th and 6th grade students.
- **Oversaw all Jewish holiday programming** including Kabbalat Shabbat and Rosh Hodesh. Aligned annual calendar with school, county, and temple requirements.

Temple Beth Orr, Coral Springs, FL — 2016 – 2018

Multi-generational, multi-ethnic Jewish community with a mission to remove traditional barriers to membership and welcome all who wish to participate in a spiritual Jewish community though life-long learning, diverse social programming, and acts of loving kindness.

DIRECTOR, RELIGIOUS SCHOOL, YOUTH, & KESHER HIGH SCHOOL

Rebuilt shattered trust between community and youth school by overhauling entire program and accelerating community outreach after top-to-bottom replacement of congregation leadership. Reimagined entire curriculum for Jewish learning programs at 115-student religious school. Brought order to chaos by building strong operational infrastructure that integrated technology into curriculum and operations. Skillfully managed budget for 3 programs.

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Temple Beth Orr, Director of Religious School Continued…

Restored good reputation, hope, and focus on future growth after troublesome issues surfaced within leadership.
Transformed program and re-engaged community through compassionate outreach and Jewish-centered stewardship.

Key Accomplishments:

- **Refocused entire curriculum on preparation for b'nai mitzvah** and modernized / updated extremely outdated curriculum.
- **Pioneered Kesher pilot program and doubled Kesher high school enrollment** in 2nd year.
- **Maximized resources and produced new revenue** through grant / scholarship applications.
- **Achieved 100% retention rate** for both staff and students. Recruited and onboarded curious, friendly teaching staff relentlessly dedicated to inspiring and engaging youth.
- **Led vibrant fundraising campaigns that fully funded new programs** and provided much-needed new equipment, working closely with Board of Directors, campaign chairs, and volunteers to ensure success.
    - **Maintained excellent relations with donors and breathed new life into stagnating campaign strategies.**
    - **Capitalized on untapped outreach opportunities by launching social media campaigns** and amplified Temple Beth Orr's voice within younger communities.
- **Partnered with president, leadership team, and committee chairs** to guarantee transparency and accountability, frequent information exchange, and implementation of critical policies and top priorities.

Congregation Kol Tikvah, Parkland, FL 2015 – 2016

Reform congregation that respects and understands the needs of an ever-changing society – perpetuating ethical & educational values.

YOUTH & EDUCATION ENGAGEMENT SPECIALIST

Appointed by Director of Congregational Learning and Youth Director to assume newly created role based on leadership team's recognition of thoughtful, organized approach to teaching and joyful spirit with passion for Jewish study and practice. Earned reputation for collaboration and team spirit – diligently working toward building a shared sense of community among teachers, staff, and students. Leveraged expertise in Judaism to teach 5th and 7th – 12th grades Hebrew, Judaics, Tefilot, and Jewish ethics. Attended conferences and Kallot with students.

Temple Torah, Boynton Beach, FL 2012 – 2013

Conservative congregation with 100+ young children in the accredited preschool, 250+ children from K-12 in religious school program.

ASSISTANT DIRECTOR OF EDUCATION & YOUTH

Built upon existing success and created thriving religious school while directing 3 youth groups. Celebrated family engagement through partnerships between synagogues with religious education and shared experiences at the heart of partnerships. Penned and distributed monthly article in synagogue newsletter, raising awareness and engagement within families – generating 150% lift in youth program membership. Shifted expenditures and captured cost savings to shift program from break-even to profitable for the first time in temple's history. Managed social media campaigns for 2 religious schools and youth groups.

PAST SUCCESS

DIRECTOR, EDUCATION & YOUTH PROGRAM, **Congregation Kol Ami:** Created and directed experiential youth program for 70+ participants in grades 3 through 12.

EDUCATION & CERTIFICATIONS

Bachelor of Arts in Jewish Education | TEMPLE UNIVERSITY | Philadelphia, PA

Certified Teacher, Hebrew Instruction | GRANTZ COLLEGE | Cheltenham, PA

Certificate of Completion, Archeology of Jerusalem | HAIFA UNIVERSITY | Jerusalem, Israel
6-month study abroad program focused on cultural immersion, Hebrew language, and archeology