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SENIOR LEADERSHIP – NON-PROFIT 501 (c)3 and (c)6 ORGANIZATIONS

Executive Summary

Senior executive with year-over-year success achieving revenue, profit and business objectives for non-profit individual and membership, trade and cause-related organizations including both 501 (c)3 and 501 (c)6 organizations – even in the face of challenging and volatile economies. Recognized as a leader who shares real-time organizational metrics with team members to motivate, gather insight and feedback and strengthen strategy to attain peak performance. Progressive career advancement directly linked to attainment of key goals; expert at articulating and implementing change/growth while gaining consensus from parties with differing agendas. Analytical, with sharp problem-solving capabilities, translating into easy to understand and implementable strategic plans.

Operations Management † Business Growth † Strategic Planning † Customer Satisfaction and Allegiance † P&L Management/Budgeting † Change Management † Strategic Partnerships
† Acquisitions † Staff Development † Branding and Rebranding

SELECTED ACHIEVEMENT HIGHLIGHTS

- ❖ Improved customer retention by 18 points to a regional-best 83% resulting in \$85k additional retained revenue per year. (Pittsburgh Technology Council)
 - ❖ Reversed losses into profits, serving as catalyst for growth and expansion of struggling local non-profit organization: quickly restored forward momentum, generating year-over-year revenue gains and profits culminating with three year revenue growth of 100+ percent. (Pittsburgh Community Reinvestment Group).
 - ❖ Turned around one of the poorest-performing local offices of a national non-profit organization into a top performer culminating with a 45 percent revenue growth and 200+ percent net income increase during tenure (American Diabetes Association).
 - ❖ Refocused 70+ year trade association into an association known for its business savvy and ability to connect business owners with solutions for success; quickly created strategic plan, goals and objectives for staff and launched new products and services. Acquired complimentary business line, established key partnerships and launched new publication. (SMC).
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CAREER EXPERIENCE

President ✧ SMC Business Councils, Pittsburgh, PA ✧ 2012 – Present

Regional small business and manufacturing trade association with offices in Pittsburgh and Harrisburg; houses 16 total employees tasked with providing advocacy, products, programs and services benefitting small businesses and manufacturers.

Recruited to refocus association: advocate on behalf of small manufacturers and businesses and provide a robust line-up of products and services. Created and executed strategic and marketing plans. Greatly increased advocacy efforts. Launched new print publication, white-labeled complimentary business products, acquired complimentary business, created membership partnerships, generated 10x increase in advertising/sponsorship support, revitalized affiliated education fund and stabilized membership. Oversee 16 employees and three direct reports.

- Reduced number of members leaving the organization by 75 percent through focus on services members needed.
- Increased new membership sales by 72% by creating a new sales process, structure and goals.

- Added more depth to offerings by white-labeling products and acquiring complimentary industrial business.
- Created partnerships with local chambers and trade associations to remove perception of competition.
- Launched new publication which is now viewed as the premier regional business magazine.
- Revitalized education fund by connecting businesses with STEM-related middle school programs.
- Created a staff culture of *Integrity* with a focus on “*Respect, Honesty and Being Forthright.*”

Executive Director ✦ American Diabetes Association, Pittsburgh, PA ✦ 2009 – 2012

Regional division of national non-profit organization with primary focus of generating significant revenue to fund research efforts locally and nationally; 8 employees.

Challenged to invigorate operations and create a dramatic increase in fundraising, board development, and community education. Created and executed local plan that aligned efforts with national office and raised the local standards of excellence. Cultivated collaborations with businesses, identified corporate leaders, developed board members, and improved marketing efforts. Oversaw 8 direct reports.

- Catapulted organization from one of the poorest performing offices nationwide to one of strongest. Grew market from 24th and 8th to #3 in the division based on net income and revenue respectively.
- Spearheaded rollout of multi-year action plan and financial growth strategy. Turned around a declining market to produce year-over-year growth. Increased market revenue 47% and net income 200% during tenure.
- Grew signature fundraising programs by 23% (Step Out) and 54% (Tour de Cure) during tenure.
- Rebuilt relationship with disenchanted \$1M donor. Secured over \$1M in future contributions.
- Secured additional \$150K in corporate sponsorships for peer markets in Ohio.
- Introduced National Gift Officers to the local foundation community to raise money for new \$250M campaign.
- Identified untapped market of business leaders to involve in organizational fundraising efforts.
- Increased volunteer participation and created new volunteer committees.
- Selected to serve on internal national committees (advocacy, awards) due to market performance.
- Served as interim leader in open market and peer resource to executive directors across the organization.

Executive Director ✦ Pittsburgh Community Reinvestment Group, Pittsburgh, PA ✦ 2006 – 2009

Non-profit coalition of community leaders working to revitalize communities throughout Allegheny County, Pennsylvania; servicing community development corporations, financial institutions, and individuals in danger of foreclosure; 8 employees.

Led restructuring efforts that transformed consecutive years of net losses into strong profit performance with 100% growth over 3 year period. Brought national attention to organization through award-winning programs and services. Developed key business and marketing strategies. Drove operational planning and successful "voice of the customer" execution to exploit marketing growth opportunities. Doubled staff, increased members and stakeholders.

- Competed and won Fannie Mae's heralded "Don't Borrow Trouble" Campaign for western PA region. One of 50 programs across United States focusing on predatory lending and foreclosure prevention.
- Hosted foreclosure prevention television call in with local station. Over 1,300 calls received. Callers introduced to PCRGC Counseling partners to schedule "mortgage workouts."
- Created "Work it Out" Fair over two-day period requiring mortgage companies to meet with families to rework loans to prevent foreclosure. More than 150 families received "workouts."
- Wrote and received \$250K grant to support anti-predatory and foreclosure assistance campaign.

- Hosted: FDIC Chair Sheila Bair, Comptroller of the Currency John Dugan, Director of the Office of Thrift Supervision John Reich and PA Secretary of Banking Stephen Kaplan to see impact of federal and state-focused housing and blighted land reclamation efforts in Pittsburgh.
- Recognized by PA Department of Banking as their “go to” organization in western Pennsylvania regarding foreclosure and predatory lending prevention.
- Worked with the family of the Late Pittsburgh Mayor, Bob O’Connor, to create an annual award recognizing neighborhood volunteers.

Vice President Operations ✦ Pittsburgh Technology Council, Pittsburgh, PA ✦ 2001 – 2006*Non-profit trade association for technology companies in Western Pennsylvania; 34 employees.*

Tasked to grow membership and revenue in a post technology bubble bust and 9/11 market. Oversee all operational aspects, including sales, retention, special interest groups, business development, marketing, publications, advertising, public policy and programs. Improved net income by \$650K during tenure. Directed staff of 20.

- Transformed organization into a sales-based culture creating cross-departmental teams, member outreach process and new sales and retention goals.
- Enhanced membership value proposition through analysis of program inventory, conducting focus groups, identifying gaps and filling with needed program.
- Launched aggressive programing to ensure organization’s visibility as the go-to trade association in region.
- Developed annual listening survey gauging membership satisfaction. Scores improved each year under my leadership.
- Increased customer retention to best-in-class 83% (up from 68%) by focusing on member needs. Increased new memberships, event attendance, and member satisfaction survey scores.
- Diversified revenue from two main areas (Membership and Insurance) to four (Membership, Insurance, Sponsorship and Program Fees) through focus on defining value, establishing deliverables and exceeding customer expectation. Resulted in growing revenues and net income during tenure.

Prior Positions:

Associate Director, American Productivity & Quality Center (APQC)

Program Development Specialist, NACE International (formerly National Association of Corrosion Engineers)

Marketing Manager, Zeus Development Corporation

Product Developer, SAE International (formerly Society of Automotive Engineers International)

EDUCATION | CURRENT VOLUNTEER POSITIONS

- Robert Morris University, MS Marketing
- Illinois State University, BS Public Relations
- Board Member, Foundation for Free Enterprise
- Workforce Committee Member, (CCAC – South Hills)
- Board Member, Spina Bifida Assoc. of Western PA
- Youth Instructor, Northway Christian Church