

**TODD VON DEAK, MBA, CAE**  
267.258.5788 • [todd@tvdassociates.com](mailto:todd@tvdassociates.com)  
[www.tvdassociates.com](http://www.tvdassociates.com)

## **STRATEGIC NON-PROFIT LEADER**

Strategic leader seasoned in daily operational management for mid-sized organizations, with a multi-year track record of driving high-volume growth in market share and sales through development of leading marketing and communications platforms. Specific expertise in the non-profit sector, with a strong portfolio of experience managing the special needs of these organizations. Dynamic business planner delivering ongoing improvements across all areas of organizational development. Strong background in business operations and marketing. Proven ability to lead end-to-end management of projects, programs, and departmental operations. Demonstrated track record of training cross-functional teams into a core group of top-performing professionals.

## **PROFESSIONAL EXPERIENCE**

### **TVD ASSOCIATES, Moorestown, New Jersey • 2013-Present** **President and Founder**

TVD Associates supports nonprofit and membership organizations with strategy development and tackling their day-to-day management challenges.

Our consulting practice enables partners to strategically leverage their available data and build customized strategy on the macro, or functional (e.g. membership, marketing, fundraising or events) levels to take their organizations to the next level. We also provide management services customized to the individualized needs of our clients, designed to reflect their core values and strategic goals. Our management services range from full service to focused offerings (e.g. administrative support).

### **SOCIETY OF HOSPITAL MEDICINE, Philadelphia, Pennsylvania • 2005-2013** **Vice President**

Oversight of Marketing, Communications, Membership, IT, Human Resources and Business Development functions. Part of the leadership for the operations management team.

Lead marketing and membership strategist, with the goal of achieving more than \$7.5M in revenue generation. Mentored numerous staff members in multiple departments to build the competencies necessary to execute tactical initiatives spanning membership services, academic programs, conferences, educational products, and online educational resources. Coordinated the activities of multiple committees reporting to the Board of Directors.

- Drove high-level improvements to organizational performance by building the marketing, membership and sponsorship sales functions from the ground up, achieving optimal productivity in short order.
- Managed relationship with Society publishing partner that generates approximately \$1M in annual royalties
- Oversaw development of sponsorship sales function that has exceeded budgetary targets in both years of operation, generating over \$400K in revenue in FY12-13.
- Led the team that increased annual meeting attendance by over 45% in 2009, resulting in the first sold out event.
- Increased membership retention from 64% to 81% within the first year, with continued growth year over year above and beyond membership revenue targets.
- Instrumental role in the development and launch of key initiatives, including payroll banding, the color team employee relations program, a revamped annual review process and internal service level commitments for the IT function.
- Responsible for annual budget and program development for areas of responsibility, along with the ongoing revenue and expense management for each, reporting on any variances to the CEO and Board of Directors.
- Guided an office-wide rebranding effort that included all levels of the organization, including the Board of Directors.
- Ensured updates of more than 40% of individual society database records on an annual basis by conceptualizing and managing implementation of an ongoing data cleanup campaign. Conceptualized and hired first data manager for organization.

**ADVERTISING SPECIALTY INSTITUTE, Trevoise, Pennsylvania • 2004-2005**

**Director, Member Services**

Served as a member of the company's Senior Leaders Program, providing strategic oversight of marketing, public relations, and client service operations related to membership activities for this international institute with over 21,000 members. Managed a membership sales and listings team that included manager, 8 staff members, and \$350K budget. Delivered advanced long term planning in the areas of membership acquisition / retention, business unit analysis for membership products, and development / implementation of new member benefit programs.

- Devised and oversaw roll-out of ASI's first membership retention program
- Designed a modeling system and online tracking program to ensure maximization of telemarketing efforts.
- Developed program to increase staff empowerment when interacting with members.
- Created and managed an internal public relations program targeted at over 450 staff members.
- Spearheaded membership policy change that affected one of ASI's five membership categories

**SOLID WASTE ASSOCIATION OF NORTH AMERICA (SWANA), Silver Spring, Maryland • 2001-2004**

**Director of Marketing & Member Services**

Served as organizational spokesperson and principal media / communications advisor to CEO. Oversaw online and offline marketing for events, membership, non-dues revenue, and market research for this international association with over 7,200 members in 45 chapters. Managed membership and client service functions, including database integrity and member fulfillment. Directed stakeholder communications, media relations, website administration, and visual identity plan. Led production of up to 30 print projects per year, as many as 12 concurrently.

Devised marketing and communications strategies for annual WASTECON conference. Prepared and administered \$750K budget. Maintained P&L oversight for 8 budget areas. Trained and led 5 staff members and 8 interns. Negotiated and reviewed contracts. Served as primary liaison monitoring chapter activities. Coordinated functions with international board and committees. Produced year-in-review videos for annual meetings.

**Revenue Enhancements:**

- Met all membership goals year-by-year and exceeded \$1 million dues for fiscal year.
- Built online store from ground up to \$500K in gross revenue, reducing invoicing with 90% credit card transactions.
- Increased conference attendance 10% and training attendance 50%+.
- Secured more than 200 media placements for events, including ABC's 20/20.

**Additional Contributions:**

- Saved \$75K each year through changes to electronic newsletter.
- Cut order fulfillment time 50%; implemented extranet to deliver data to chapter officers 2 to 3 weeks faster.
- Developed organization's first communications plan, crisis communication plan, and association style guide.
- Led teams changing association logo/visual identity and redesigning website.
- Key role on team integrating new Siebel Customer Relationship Management (CRM) software.

**AMERICAN UNIVERSITY, Washington, DC • 1999-2001**

**Assistant Director of Annual Campaigns**

Coordinated donor acknowledgement program, library booster group, and athletic booster group. Marketed programs to grow booster groups. Handled membership renewals and wrote acquisition pieces. Processed donations and gift acknowledgements. Supported outreach efforts by donors.

- Built athletic booster group from 180 to 250 members in first year, increasing gifts by 10%.
- Increased library group membership 65% and revenue 10%.

**NATIONAL MULTIPLE SCLEROSIS SOCIETY, Washington, DC • 1998-1999**

**Event Coordinator**

Directed special events for regional society raising funds for research and outreach on MS. Coordinated interns, marketing plan development, and website. Oversaw half-marathon road race event. Served as assistant director for bike tour event.

- Saved \$6,500 by negotiating race management company contract.

**BOAT OWNERS ASSOCIATION OF THE UNITED STATES, Alexandria, VA • 1997-1998**

**Marketing Coordinator**

Coordinated internal PR and promotions to drive membership sales with 35 retail stores on behalf of national association with 500,000 members.

**EDUCATION**

Master of Business Administration (Marketing Concentration) - Drexel University, Philadelphia, Pennsylvania  
Bachelor of Arts (Political Science) - American University, Washington, DC

**CERTIFICATIONS**

Certified Association Executive – American Society of Association Executives  
Six Sigma, Green Belt – Drexel University

**INDUSTRY PRESENTATIONS**

**American Society of Association Executives (ASAE), Marketing, Membership & Communications Conferences**

*Delivering the Hits: Using PR to Tell Your Story and Change Minds (2011)*

*From Page 55 to Page 1, One Trip Out of the Google Abyss (2011)*

*Rethinking Membership Recruitment and Retention in a Shrinking Marketplace (2010)*

**American Society of Association Executives (ASAE), Annual Meeting**

“The Circle of Champions” – *Creating an Inner Circle that Enhances Membership Trust, Engagement & Growth (2008)*

**American Association of Medical Society Executives (AAMSE), Annual Meeting**

*Using Member Data to Foster Improvement in Your Society (2009)*

**Drexel University, Undergraduate Marketing Conference**

*Panel on Brand Management (2009 and 2010)*

**New York Society of Association Executives (NYSAE), Technology Institute**

*Unlocking the Power of RFM (2010)*

**GRANTS**

Drexel University, LeBow College of Business (Fall 2008 Term)

*Program for Engagement of Students with the University during their Co-Op Term*

**AFFILIATIONS**

American Society of Association Executives (Research Committee)

Mid-Atlantic Society of Association Executives (Treasurer)

**COMMUNITY INVOLVEMENT**

Adjunct Faculty and Member of General Business Curriculum Committee - LeBow College of Business, Drexel University

Career Center Advisory Board - LeBow College of Business, Drexel University

Past Consultant - Business Volunteers for the Arts, Philadelphia Arts & Business Council

**AWARDS**

Charles W. Van Way Award – American University Awards Convocation

**SPECIALIZED COMPUTER SKILLS**

5PM • Adobe Pagemaker • iMIS CRM • InFormz • MagnetMail • ProofHQ • Seibel CRM • Zoomerang Research