

Rick Smith

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Executive Profile: Passionate, resilient, principled, high performing transformational leader driving organizations to higher levels of mission-driven performance including programmatic output and design of diverse and sustainable revenue streams. Lifelong commitment to improving people's lives through enhanced organizational performance.

Key Skills: Innovation, strategic planning, fund development including traditional donor development and special events, marketing, negotiating, staff development, volunteer engagement, community development, performance planning and oversight, organizational transformation and advocacy.

PROVEN NON-PROFIT CEO SUCCESS:

Community Activist: Designed, funded and managed new diverse research, education, membership and community-based initiatives across the country and internationally to meet people with significant health, emotional and education challenges at their immediate point of need and close the opportunity gap.

Transformational Leader: Designed and managed new integrated strategic planning processes for the International Dyslexia Association, National MS Society, American Liver Foundation and American Diabetes Association resulting in unified volunteer organizations and brands, initiated multiple mergers, acquired a national publication and founded a 501©6 to initiate training and certification programs for educators providing them with skills to teach learning challenged students from diverse educational backgrounds to read.

Visionary: Participated in the design and roll-out of venture philanthropist research funding/investment models generating millions in new research funding and created the division structure with the National MS Society to assist under-performing chapters across the country. I am comfortable challenging the status quo when better performance should be achieved in order to touch more people's lives.

Fundraising Achievement: Implemented new revenue generation strategies/campaigns in every position resulting in tens of millions in new incremental revenue. Generated over \$300 million in funds during my career through events, corporate sponsorship, cause related marketing and individual donors.

Board/Community Development: Extensive history in partnering with board leadership in board and committee recruitment and designed training and recognition strategies resulting in more effective, influential boards of directors and more involved leadership and program volunteers across the country and globally.

EMPLOYMENT HISTORY:

**INTERNATIONAL DYSLEXIA ASSOCIATION and
THE CENTER FOR EFFECTIVE READING INSTRUCTION, INC.**

2015- 2018

**CEO
Baltimore, MD**

CEO of an international organization and a center for literacy with 42 branches, 30 global, volunteer driven partners, 10,000 members and 85 independent partner schools. Developed a new singular brand and initiated new national fundraising initiatives in donor development, membership and teacher education. Created a new and more diverse governance structure with leaders from around the world. Launched an inaugural certification and accreditation program with universities and school systems increasing budgeted revenue from \$2.5 million to \$4.0 million and reaching diverse populations of students with learning and reading challenges and disabilities. Founded and incorporated The Center, a 501©6, to manage and deliver educator training providing teachers with effective skills in structured literacy and am proud the IDA Board named the Teacher Scholarship Fund after me. Designed and initiated the IDA Destiny (strategic plan)

establishing new pathways to teacher training, public policy and advocacy, family education, fundraising, scientific publications and our international conference. Designed and implemented a new coaching/mentoring relationship with our branches and global partners resulting in better engagement and ownership by stakeholders.

MARRICK INVESTMENTS

2011 - Current

Owner

Founded a personal investment company, while being a caregiver for my father with dementia, owning and operating residential real estate in Scottsdale, Arizona and a fine dining Southern European restaurant in Santa Fe, New Mexico.

AMERICAN LIVER FOUNDATION

2007-2011

President/CEO

New York, NY

President/CEO of a federated national health agency with 5,000 volunteers raising \$10 million annually. Developed and branded national signature events – Liver Life Walks and Flavors – generating \$6 million in revenue. Strengthened brand management and implemented a multi-million-dollar sponsorship/donor campaign securing the first seven figure corporate gift. Initiated and completed a merger, acquired a national magazine to advance our brand, developed a program providing access to/information about clinical trials and established a program for individuals to establish trusts to pay for transplants and other expenses related to disease management. Improved chapter relationships and implemented a new governance structure and strategic planning process that included a volunteer delegate assembly populated by representatives elected by chapters across the country.

NATIONAL MULTIPLE SCLEROSIS SOCIETY

1987-2007

1999 -2007 President/Maryland Chapter Baltimore, Maryland

President of a multi-million organization with 5 offices and 2,000 volunteers funding MS research and community programs. Expanded the patient assistance program for individuals with MS and other neurological diseases by securing a \$1.5 million government grant to pay for assistive technology and necessary resources to mitigate their challenges. Managed an MS school and family education program. Initiated fundraising programs that generated over \$4 million in new revenue. Raised \$4 million in corporate dollars through gala events, \$18 million in special events (MS Walk and MS Bike Tours) and \$7 million in government grants. Created and chaired the Mid-Atlantic Collaboration bringing together Chapter Presidents into one collaboration and planning council and funded \$10 million in research.

1997 - 1999 President, Desert Southwest Chapter Phoenix, Arizona

President of a multi-million organization with 1,000 volunteers located in Tempe, Arizona. Responsibilities included fundraising (MS Walks, Dinner of Champions and MS Bike Tours), advocacy, board development, strategic planning, community and family program development and brand management. Initiated and managed the merger of three chapters into one Arizona/Nevada Chapter and participated in the development of the MS venture philanthropist research funding model.

1987 - 1997 Area Vice-President, Western United States Albuquerque, New Mexico

Regional executive of a thirteen-state region (from Colorado west to Hawaii) with 20 chapters and 200 staff funding \$40 million in research. Increased annual revenue from \$11 million to \$25 million, implemented new community programs and youth peer support groups, implemented region-wide board development strategies, region wide fundraising campaigns, managed chapter performance audits and managed chapter president searches and training.

Experience prior to this included Area Vice President of the American Diabetes Association, Executive Director with the American Cancer Society and coaching baseball, swimming, track, tennis and flag football at the YMCA's of Wichita and Albuquerque where I served as Director of Physical Education and Programs and Director of YMCA Camp Shaver.

EDUCATION:

University of New Mexico

Bachelor of Arts

Scholarship Athlete