

Beth A. Shelton

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Transformational leader overseeing all culture development, Human Resources, fund development, finance, marketing, recruitment, advocacy/ legislation, risk management, vendor relations, outdoor property, and retail spanning portions of three states and eight physical locations.

●Education

Simpson College, Indianola, IA

- Bachelor of Arts Degree - 2001

Drake University

- Masters of Business Administration, Executive Development Emphasis - 2007

●Experience

Chief Executive Officer

Girl Scouts of Greater Iowa (GSGI)

January 2016- present

Responsibilities:

- Lead and oversee all operations including human resources, fund development, finance, marketing, recruitment, advocacy, outdoor property, and retail. This includes the oversight of all culture improvement, talent acquisition, talent development, performance evaluation and management, retention initiatives, new employee onboarding/ training processes, and benefits and compensation review.
- Guide the executive team to ensure the structure and technology of GSGI is highly operational and that departmental units are developed and maintained so work flow efficiencies are optimized.
- Oversee eight physical locations including four properties with residential quarters, including all risk management and property maintenance/ ownership/ upgrade decisions.
- Serve as professional and influential representative for GSGI with key stakeholders, including all media interviews and speaking engagements, ranging from audiences of 30 to 800.
- Provide leadership and strategic direction for all staff (100) and members (15,000) across portions of Iowa, South Dakota and Nebraska.
- Develop and execute the council's operational plan of work, guiding departments to implement the goals established in conjunction with the Board of Directors.
- Analyze industry data on demographics, membership trends, retail and other available information to design and revise strategies.
- Cultivate relationships with corporations, foundations and individual prospects to develop philanthropic partnerships, sponsorships and funding opportunities for the organization to ensure \$6.3 million budget is secured.
- Oversee the development and monitoring of all operational and capital budgets and ensure the accuracy, integrity, and timeliness of all financial accounting and reporting.
- Oversee the formulation and execution of comprehensive marketing, branding and development strategies that ensure consistency throughout the organization and enhance

revenue from major donors, foundations, government agencies, community organizations and corporations.

- Secure and retain strong board leadership.

Director of Youth Market

American Heart Association

January 2012-December 2015

- Managed Iowa territory, generating revenue via corporate sponsorships and AHA-centered events, via 300 clients and volunteers.
- Exceeded all volunteer recruitment and revenue goals: increased revenue 23% in 2013, and a *record-breaking 42% in 2014*. Overall team-leader with 80% cumulative revenue growth over 4-year tenure.
- Cold called and recruited potential volunteers to solidify a mission-focused, revenue-driving partnership with the American Heart Association.
- Surpassed recruitment goals in fiscal years 2012, 2013, 2014 and 2015 by 4%, 12%, 32% and 4% respectively, leading all 65 directors in the 11-state territory in 2013 and 2014.
- Developed client relationships and surpassed customer service expectations to secure consistent annual revenue goals in an increasingly competitive environment.
- Created product and marketing idea for national campaign that generated over \$1 million in new revenue in 2014.
- 2013 Midwest Youth Market Director of Excellence, 2013 Midwest Rookie of the Year, 2013 National Newcomer of the Year, 2013 Wilgenbusch Team Player of the Year, 2013 Top Youth Market Director of the Year.
- Studied and executed consultative sales techniques.
- Documented all sales calls and outcomes via Microsoft Dynamics CRM to track and close new business opportunities. Ran queries and reports and utilize up to date revenue projections.
- Developed vast knowledge of current cardiovascular research, outcomes, laws and
- Developed and trained team and affiliate colleagues.
- Promoted the brand and mission of the AHA via trade shows, lobby efforts, corporate events, health fairs, etc.

Senior Marketing Specialist

Marsh US Consumer

June 1, 2011- January 2012

- Led and developed assignments responsible for the continuous improvement of Marsh marketing, including focus on strategic, operational and financial growth opportunities.
- Developed all aspects of communication program including strategy, forecasting, budget projections, -creative, distribution and response dissemination.
- Executed marketing campaigns according to schedule, accurately, on time, with proper approvals/documentation and within budget utilizing project management methodology.
- Assisted in the development of client and campaign level budgeting including revenue, expense, and ROI metrics.
- Worked with the financial analysis team to develop life time value calculations and project ROI and report, monitors and communicates progress on budget goals at the client and campaign level.
- Worked with the data warehouse and customer insight teams to incorporate consumer level insights into creative briefs that provide clear direction to graphic design, copywriting, and production teams.
- Conducted testing to challenge controls and continuously improve marketing materials.
- Presented strategy/creative brief to clients and facilitated client approval of annual marketing plan.
- Worked with client relations to identify and capitalize on cross-sell opportunities. Prepared and presented annual marketing reports.

Assistant Director of Admissions

Simpson College, Indianola, IA

January 2002-May 2011

- Managed Simpson's extensive publications, including introducing new marketing strategies, writing copy, selecting layout and photography and editing. Produced the college view book, which won the Midwest Printing & Graphic Association: Gallery of Printing Excellence Gold Award.
- Served on the Employee Advisory Committee to review and implement employment policies.
- Managed Simpson's e-marketing campaigns: incorporated direct-marketing strategies, wrote and sent thousands of Emails to targeted audiences and utilized campaign intelligence reports.
- Wrote, coded (in HTML) and sent 1,000,000 Emails annually, via 250 different campaigns, resulting in 50% increase in inquiry pool.
- Oversaw publications budget including monitoring funds, evaluating needs and processing PO's.
- Managed and developed 30-county territory in Iowa. Made scheduled appointments and cold calls to approximately 100 clients to generate leads and close sales.
- Developed high-performing pipelines of clients and recruitment events over 10 years, to yield consistent growth and territory performance.
- Increased territory performance 31% cumulatively in 9-year tenure.
- Managed production of Simpson commercials, including interviewing/selecting talent, writing/editing scripts, assisting in post-production (editing) and assisting with time slot selection.
- Extensive experience in public speaking at various conferences and campus events to groups ranging in size from 8-400.

Business Instructor

Simpson College

2008

-Taught college-level Management Concepts course

●Professional development and civic organizations

- Media appearances: 5/18, 4/18, 3/18 2/18, 11/17, 10/17, 2/17, 7/16, 4/16
- Guest instructor: 5/18, Drake MBA program
- Board Member: Iowa Amputee Golf Association: 2013-present
- Rotary member: January 2016-2017
- Drake University, selected for 2016 Executive Roundtable group
- Girl Scout troop leader: February 2016-present
- Local celebrity guest host: Mercy Foundation Game Show Gala, Des Moines 2016
- Youth coach: basketball & softball, 2012-present
- State of Iowa Coaching Authorization
- 8-year volunteer for Big Brothers Big Sisters, working with at-risk youth
- Acted as assigned mentor to Julie Newhouse, Michigan, AHA 2015
- Acted as assigned mentor to Debra Carmondy, Michigan, AHA 2014
- Acted as assigned mentor to Shaun Musick, Missouri, AHA 2013
- Took part in conference planning committee for Chicago 2013 and acted as presenter.
- Acted on conference planning committee for Chicago 2014, and acted as presenter.
- Acted on Revenue Task force team, AHA, October 2012
- LOMA: 280 certification, Principles of Insurance