

# BETH SHELTON

LEADER. COACH. LEARNER. CHANGE-MAKER.

## THE OVERVIEW

Transformational leader overseeing 120 staff, all culture development, human resources, fund development, finance, marketing, recruitment, inventory management, distribution, advocacy/legislation, risk management, IT, vendor relations, outdoor property and retail spaces spanning portions of three states and eight physical locations.



## LET'S CONNECT

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## EDUCATION

**2019: M.I.T.**

Certificate: Artificial Intelligence

**2005-2008: DRAKE UNIVERSITY**

M.B.A. Executive Development

**1997-2001**

**SIMPSON COLLEGE**

B.A. Religion/Philosophy



## BY THE NUMBERS



### CULTURE

Employee Satisfaction went from 19% to 89%



### REVENUE

Record-breaking fiscal year growth, 21% increase in gross revenue, surpassing \$10.4 Million



### ENGAGEMENT

Recruited/Retained 13,500 members, increased outdoor program/camp attendance 32%

## EXPERIENCE

**1/16-Present**

**GIRL SCOUTS OF GREATER IOWA (GSGI)**

**CEO**

- Provide leadership and strategic direction for all staff and operations
- Serve as professional and influential representative for GSGI with key stakeholders, including extensive media interviews and speaking engagements, for 30- 2,000 people, including keynote speaking and serving as MBA guest lecturer

- Oversee the development and monitoring of all operational and capital budgets and ensure the accuracy, integrity, and timeliness of all financial reporting.
- Oversee eight physical locations including four properties with residential quarters, including all risk management and property maintenance/ ownership/ upgrade decisions.
- Oversee the comprehensive marketing, branding and development strategies that enhance revenue from major donors, foundations, government agencies, community organizations and corporations.

## ACCOMPLISHMENTS



**2019:** Received accolades across national media for creating innovative workplace policies



Named a Top Workplace in Iowa for the 1st time in organization history.

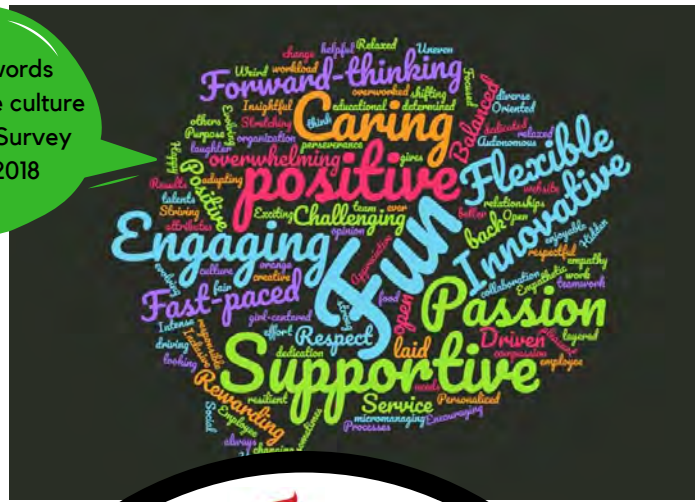
Surpassed 100 speaking engagements, serving as keynote and panelist across the country representing topics in innovation, equality and cultural transformation

Served as expert panelist and presenter at symposium on Women in STEM hosted by Dr. Mae Jemison and the National Academy of Science, Washington D.C. (2019)

Selected for national Cookie Steering Committee, shaping the strategy and execution of the nearly \$1 billion cookie program.

**AMERICAN HEART ASSOCIATION**  
**DIRECTOR OF YOUTH MARKET**

- What 3 words describe the culture at GSGI? Survey results 2018



**MARSH US CONSUMER**  
**SENIOR MARKETING SP**

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## Newcomer of the Year



## 2013 Top Director of the Year



## 2013 Team Player of the Year

**Over 4-year tenure led team with 80% revenue growth**

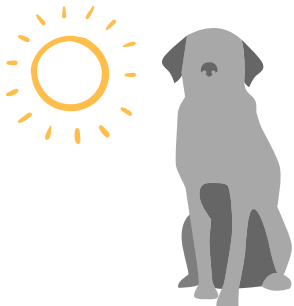
ASST. DIRECTOR OF ADMISSIONS

- Managed Simpson's extensive publications, e-marketing campaigns and television commercials including introducing new marketing strategies, writing copy, selecting layout and photography, copy editing, coding, selecting talent and making media buys. Produced the college view book, which won the Midwest Printing & Graphic Association: Gallery of Printing Excellence Gold Award.
- Managed and traveled 30-country territory, **increasing territory performance 31% cumulatively in 9-year tenure.**

# Leaving a positive mark in the



- 2018-PRESENT, WOMEN LEAD CHANGE STEERING COUNCIL
- 2019-PRESENT, SCHOOL BOARD MEMBER, SAYDEL SCHOOLS
- 2018-PRESENT, NATIONAL STEERING COMMITTEE, GIRL SCOUTS OF THE USA, (COOKIE STRATEGY TEAM, NEARLY \$1 BILLION ANNUAL REVENUE)
- 2018-PRESENT, IOWA WOMEN'S FOUNDATION TASK FORCE
- 2013-PRESENT, IOWA AMPUTEE GOLF ASSOCIATION BOARD MEMBER
- 2016-PRESENT, GUEST LECTURER/ MBA PROGRAM
- 2012-PRESENT, YOUTH BASKETBALL & SOFTBALL COACH
- 2016-PRESENT, TROOP LEADER GIRL SCOUTS
- 3-TIME COLLEGIATE MVP
- 2017 "40 UNDER 40" DES MOINES BUSINESS RECORD
- 2017: 50 PEOPLE TO WATCH, DES MOINES REGISTER
- 2017 & 2019: WOMEN WHO MEAN BUSINESS: DSM MAGAZINE
- 2016-2018, ROTARY MEMBER



THINGS THAT ENERGIZE ME:  
READING. WRITING. SPEAKING.  
RUNNING. COMPETITION. ENTREPRENEURSHIP.  
INNOVATING. SUNSHINE. MY DOG.