



ROBERT FISKE

503-771-3773 mobile
RobertEFiske@gmail.com
www.RobertFiske.com
LinkedIn.com/in/robertfiske

CHIEF EXECUTIVE OFFICER / EXECUTIVE DIRECTOR

INSPIRATIONAL LEADER

Mentors and encourages excellence in action

CREATIVE STRATEGIST

Develops new sources of funding and increases organization impact

ALLIANCE BUILDER

Opens doors and hearts to bring people together

12+ years executive leadership experience growing mission focused organizations/social enterprises

- Listens deeply to all stakeholders • Formulates a vision that everyone can get behind • Develops innovative strategic plans
- Inspires, empowers, and mentors the team in execution excellence • Exceeds goals and expectations

20+ years marketing communications and development experience

- Highly effective in building awareness, reaching, motivating and engaging key decision makers
- Track record of generating significant incremental funding & increased value delivered to the community

"One of my passions is figuring out what it takes to inspire people to choose to invest their time or money in something that improves the quality of life of others. Seeing the light go on in eyes and heart opening up and the good that comes from that is what feeds me." — Robert Fiske, Social Entrepreneur

- Nonprofit Leadership • Executive Management • Strategic Planning • Budget Management & Reporting
- Operations & Administration • Board Relations & Leadership • Staff Management & Mentoring • Team Development
- Volunteer Management • Project Management • Marketing Communications • Promotions & Awareness
- Fund Development • Sponsor Acquisition • Partnership Development • Social Media/Internet Strategy
- Community & Gov. Relations • Organization Spokesperson • Event Production • Regulatory Compliance

PROFESSIONAL EXPERIENCE

Chief Executives Guild | Portland, OR

Regional Business Leadership Development, Peer-Advisory and Coaching Organization.

Founder & Chief Executive Officer / Executive Director (2013–2018)

Founded this social enterprise to grow the economy and increase fair-wage jobs in the greater Portland / SW Washington area.

- **Crafted the Vision, Developed the Strategic Plan and Led the Team in the Successful Launch of this Organization.**
- **Grew Regional Revenues & Employment:** Member companies grew 2.36 times faster than comparable businesses in the region and collectively added an incremental \$4.7-billion and 6,692 jobs to the regional economy over 5-years.
- **Developed & Grew Funding:** Raised funds through corporate sponsorships, corporate membership fees & events.
 - Solicited and won funding sponsorship from: Bank of America, Deloitte & Touché, Nixon Peabody, CorSource Technology, Miller Nash, Lithtex Printing, and several other companies.
- **Recruited, Hired & Mentored a High-Performance Team:** Staff members included a former Sr. VP of American Express, a nationally recognized thought leader and a highly respected regional leadership coach and consultant.
- **Recruited & Led a Highly Supportive Board:** Board members actively participated in member recruitment.
 - Member Acquisition included 36 full corporate-level memberships and over 70 CEO participants.
- **Build the Brand:** Achieved wide awareness with targeted business leaders in Oregon and S.W. Washington.
 - Shared the Vision with the governor, mayor, chamber and influential business leaders to gain their support.
- **Continually Improved Operational Excellence:** Earned 9.82/10 in surveys that rated quality and value received.
 - Produced over 50 innovative, executive forums with internationally acclaimed thought leaders, executive leadership development events, facilitated peer-advisory meetings, board meetings, and social events.

Vistage International | San Francisco, CA

World's Largest peer-advisory and CEO coaching organization – Recruited by the Sr. VP to increase member acquisition success

Director – Northern California (2012–2013)

- **Improved Member Acquisition Success:** Identified weakness in the sales process, designed and implemented changes that increased average prospect to member conversion rate from 57% to 86%.

Chief Executives Club of RI | Providence, RI

Regional CEO Leadership Development, Peer-Advisory & Networking Organization (this nonprofit is now operated by RI College).

Founder & Executive Director / CEO (2006–2012)

Working with the Governor & influential business leaders, founded this social enterprise to help the state's flagging economy.

- **Crafted the Vision, Developed the Strategic Plan and Led the Team in Successful Execution:** In six-months launched what became the premier leadership organization for RI-based CEOs of multimillion and billion-dollar firms.
- **Grew Regional Revenues & Employment:** Member companies collectively increased their gross revenues by over \$2.7-billion and created 3,274 additional jobs by the end of the worst economic conditions since the 1930s.
 - Member companies grew or remained financially solid during the 2008 recession when the state of R.I. recorded the highest unemployment levels and worst economic conditions in the nation.
- **Developed & Managed Coalitions, Partnerships & Alliances:** Worked closely with the governor's office and formed supportive alliances with the Chamber of Commerce, R.I. Economic Development Corp, three universities, etc.
- **Board Development & Relations:** Recruited and led a board of highly respected and influential business leaders.
- **Sponsor Acquisition:** Acquired twenty funding and in-kind sponsors.
- **Produced High-Value Events:** Identified, invited and hosted over 60 nationally acclaimed business thought leaders as guest speakers and workshop leaders at member meetings.
 - Persuaded all 60 renowned leadership speakers to donate their time and waive all customary fees.
 - Member services earned 9.78/10 in surveys ranking quality and value received.

E-Club RI | Providence, RI

Small Business Owner Leadership Development, Peer-Advisory, & Networking Organization.

Cofounder, Executive Director / CEO – E-Club (2007–2010)

Launched this sister social enterprise in support of hundreds of small business owners in Rhode Island.

- **Developed Funding & Alliances:** Solicited and acquired funding sponsors and built supporting alliances with several Chamber of Commerce, the R.I. Economic Development Corp. and SBA.
- **Crafted the Vision, Developed the Strategic Plan and Led the Team in Successful Execution:** Launched in 90-days.
 - Designed & led the marketing program that grew membership from 0 to 60 business owners in under 6-months.
 - Led the organization in the design and production of over 50 member-meetings, educational forums, workshops, and network building events.
 - Achieved a consistent 9.2/10 "value received" rating from participants and maintained 90% member-retention.

Courtney & Fiske, Ltd | San Francisco, CA, Portland, OR, Providence, RI

National Brand Marketing & Communications Agency – Cofounded and managed all operations

Managing Partner / CEO (2001–2012)

- **Led & Managed Business Operations:** Solicited & developed new business, Recruited & mentored staff, Managed client relationships, Managed budget and financial reporting, etc.
- **Provided & Reviewed Marketing Services:** Brand Development, PR, Events, Marketing Communications Strategies & Program Management, Website Strategies & Development, Advertising, Social Media Strategy & Content, etc.
- **Won Top Clients:** APC, California DOT, Children's Hospital of Oakland, City of San Diego, HP, Kaiser Permanente, Metabolife, The Standard Insurance Company, U.S. Strategic Command and many other companies and nonprofits.

Hewlett-Packard Company (HP/HPE) | San Diego, CA, San Francisco, CA
 Fortune 100 Multinational Information Technology Company

Director of C-Suite Marketing & Sponsorship Programs (1994–2001)

Selected by the Executive Vice President to lead an international team in the strategy development and execution of HP's first global C-suite marketing & sales program.

- **Designed & Led the Most Successful Sales & Marketing Program in the Company's History:** Achieved a high ROI (\$113 in new sales for every \$1 spent) – directly responsible for driving over \$200-million/year in sales growth.
- **Created & Produced World Business Leader Forums:** Produced highly successful events on each side of the world.
- **Designed & Produced Events:** Over 100 events around the US and internationally with participant rating of 9.8/10.
- **Negotiated & Managed \$10M Sponsorships:** Maximized deliverables & access in support of program objectives.
- **Managed Budget:** Kept \$6 to \$25M marketing programs on budget.
- **Managed Agency Relationship:** Oversight of advertising, collateral, PR, events and other services.
- **Authored HP's first Best Practices Guide** to Executive Engagement Programs & Sponsorship Marketing

Manager, Brand & Marketing Communications (1990–1994)

Selected by the Director of Hardcopy Group Marketing to lead an international team in HP's first global printer supplies brand, dealer & consumer marketing communications program.

- **Led an International Team:** Developed HP's first comprehensive brand messaging, channel marketing and co-op advertising strategy for the global printer supplies business (ink, toner, paper, etc.).
- **Chaired the Advisory Board** that included product managers, sales executives, wholesalers and retailers
- **Managed \$3M to \$35M Agency Budgets:** \$3M creative & collateral budget and \$35M coop advertising budget.
- **Retained 90% Brand Loyalty:** Minimized non-OEM market share as supplies business grew from \$1.5 to \$3.6B.

EDUCATION

Professional Development

- The Drucker Foundation – Marketing Leadership
- Tom Peters Company – Business Leadership
- Greymatter Group – Consultative Selling
- Decker Communications – Media Training

University Education

- CEC – MBA (equiv.) – Executive Leadership Program
- SUNY – Marketing Communications course work
- Montclair State University – Computer Science BS program plus Financial Accounting course work

COMMUNITY SERVICE INTERESTS

Organizations and projects that focus on immediate relief and sustainable long-term solutions to hunger, housing, health care, education, and access to economic opportunities that lead to a better quality of life.

PERSONAL INTERESTS

- Art, Sculpture, Music, Film, Cinema
- Connecting – Bringing People Together
- Business Leadership & Government
- Motorcycles & Motorcycling
- Sailing & Scuba Diving
- Technology