

MICHAEL PEDERSON

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NONPROFIT EXECUTIVE

High-Profile, Dedicated Board-Level Involvement for Prominent Charitable Missions

Motivational Speaker Who Engages Audiences, Enhances Funding, and Drives Successful Nonprofit-to-Corporate Ventures

Passionate, visionary nonprofit and business leader championing global nonprofit initiatives, with 30-year record of dedication and support to children's missions worldwide. **Influential and well-respected executive** focused on building relationships to support and grow charitable causes, with reputation for viable, large-scale fundraising efforts.

- **Inspirational Fundraiser & Speaker for Global World Orphans Projects**
- **Business Executive with Oversight of \$25M+ Operations**
- **President & Founder of Nonprofit Group Homes**

FUNDRAISING & SPEAKING

- **Produced \$300K+ in funding contributions** to build 80-acre Childhaven home; raised funds through radio programs, concerts, citywide appeals, civic organizations, and professional affiliations.
- **Gathered ~\$200K in contributions** for Court Appointed Special Advocate (CASA) chapters in 5 states.
- Motivated group of 700-1000 teens to **donate an unprecedented \$67K in 7 weeks**.

NONPROFIT LEADERSHIP

- **Founded Childhaven facility**, leading ground-up project and spotlighting plight of abused children by speaking to numerous corporate, church, and business groups throughout 3-state area.
- Instrumental in establishing **Yes House as first foster home** in Kearney, Nebraska.
- **Launched AB Protection Missions to construct 9 orphan homes**. Managed staff of 6, negotiated first supply contract, hired Ugandan liaison, and partnered with businesses to build facilities.

EXECUTIVE-LEVEL BUSINESS EXPERTISE

- Attained **peak corporate revenue of \$25M** despite new legislation that forever altered marketing tactics – and eliminated competitors – with creation of cutting-edge methods netting 50% revenue gain.
- **Raised awareness of charitable missions**, creating joint ventures with schools and sports clubs.
- Hit **company's first \$5M-\$18M revenue marks** as influential executive setting top company records.

PROFESSIONAL / NONPROFIT EXPERIENCE

VICE-PRESIDENT, ABC FOODS INC., Cooperstown, Nebraska, 1995–Present

Grew operation from \$2M to \$25M within 8 years, expanding to 10 cities from 3 locations

Rose quickly through ranks, *accepting promotions to drive profit growth and guide expansion to 5-state operation as influential business executive* positioning company as market force; hold primary authority for all sales, operations, inventory, forecasting, marketing, staffing, and training. Report directly to absentee owner and CEO; hold primary signing authority for core financial and legal documents. Manage and motivate 18 District Managers, Telemarketing Managers, and Office Managers in all locations, with additional 160+ indirect reports.

VICE-PRESIDENT, ABC FOODS INC. - *Continued...*

- ▶ Set stage for **explosive sales growth**, developing strategies incorporating personalized, consultative methods later adopted company-wide as benchmarks for success.
- ▶ **Single-handedly brought vision for growth to fruition**, securing additional \$21K from both expansion and sales growth in existing offices. Planned new sites, leading charge to secure locations, establish real estate/service contracts, and drive continued forays into Texas, Utah, Arizona, Wyoming, and Colorado.
- ▶ Edged out 7 competitors to attain **#1 ranking** as largest home food service in the U.S.
- ▶ Took company to 55% growth in 2005 representing **peak increase** despite new Do Not Call legislation.
- ▶ **Created strategic sales and marketing plans** to kick off new promotions throughout the company. Developed programs for use by Telemarketing, Home Show, In-Home Presentation, Marketing, and Advertising teams, including direct mail, TV, and radio campaigns.
- ▶ Increased goodwill and **recognition among global missions** with reorder credits allowing charitable contributions and matching company donations.
- ▶ Maximized profit through effective inventory management, and administered \$70K in daily business volume with annual reorders totaling \$6M+. Cut expenses with review of all service contracts.

PRESIDENT, AB PROTECTION MISSIONS, Morrison, Nebraska, 2008–Present

Launched nonprofit company focused on worldwide orphan relief operations

Established relationships key to executing on core missions, *working in tandem with African leaders and World Orphans organization*, and gathering support from corporations including ABC Foods.

- ▶ Secured funding contributions, presenting costs for orphan home construction at rallies.
- ▶ Facilitated African stay for 15 volunteer youth, funding 10-day relief mission.

FOUNDER, CHILDHAVEN, Omaha, Nebraska, 1990–1995

Incorporated passion for children's causes with support for new, 80-acre relief operation

Drove ground-up efforts to build new group home, taking pivotal position in the community and galvanizing local groups through speaking and fundraising. Managed facility construction projects.

Additional Experience:

SALES REPRESENTATIVE, ITT HARTFORD

(Featured in company publication for inventing sales methodology and continually achieving #1-#3 ranking)

EDUCATIONAL BACKGROUND

BUSINESS DEGREE STUDIES - Northern Wyoming Community College, Gillette, Wyoming

NATIONAL SALES DIRECTOR/EDUCATIONAL PRODUCTS TRAINING - NSA

CIVIC & VOLUNTEER AFFILIATIONS

SPEAKER/SPONSOR, World Orphans Group

MEMBER, Court Appointed Special Advocates (CASA)

This client had a longtime interest and passion for charitable children's missions, which he had combined with his business leadership roles for many years. However, he continually found that he wanted to combine the 2 areas in order to have a greater impact on the nonprofit world, specifically for world orphan organizations.

I captured his reputation as a successful fundraiser by noting these elements on the first page, with mention of his dual roles within the shaded box to the right of the summary.

Playing off his natural sales talent, which was demonstrated in every sales role that he had held, I brought these achievements into focus under the heading of Executive-Level Business Expertise.

In addition, given that his fundraising experience was more small-scale than the span of his corporate leadership roles, I also pulled in dollar figures to show his ability to grow revenue and influence audiences (in this case, customers).

He was able to use this version of his résumé to approach the global orphanage missions with a compelling story of longtime support and contributions.