

# BEN DELANEY

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## Effective, Accountable Leadership for Nonprofit Organizations

Successful leadership in executive roles increasing the impact and sustainability of nonprofit and mission-driven organizations. Serial entrepreneur and social enterprise specialist. I lead and collaborate on teams that enhance the mission, values, culture and impact of organizations serving the community and the world. I have had executive responsibility in organizations showing consistent growth and triple bottom line impact. Significant experience in policy development at local and state level. I consider mentorship and team growth an important aspect of my leadership.

I look forward to contributing as part of a dynamic team that uses data to understand and direct its highly creative efforts for maximum social impact.

## Seven Qualifications and Accomplishments

I believe the nonprofit and for-profit organizations have a lot to learn from each other. My approach to nonprofit leadership challenges is to creatively apply the best and most effective practices from both sectors, create or enhance a culture of accountability and strong team rapport, and use data to evaluate results. I have developed and led collaborative teams of internal and external members, domestically and internationally. Here are some of my accomplishments.

1. **Successful executive experience** in both for- and nonprofit organizations as team member, board member, and leader. Strategic, operational, and bottom-line responsibility.
2. **Record of increasing social enterprise revenue.** Including, in one case, by >300% during the 2008 great recession. I exceed expectations by taking business best practices and applying them in the not-for-profit culture.
3. **Created over 150 jobs.** ReliaTech's paid internships give participants a 25% greater chance of obtaining their next technology job within the year.
4. **Raised over \$1,000,000** in financial and in-kind donations from corporate, foundation, nonprofit and government partners.
5. **Developed effective and accountable marketing and communications campaigns** using social and conventional media to optimize results while controlling costs. All marketing programs data-driven.
6. **Award winning communications skills:** Over 100 articles in print, and scores of public presentations and citations. Award-winning book on nonprofit marketing. Popular book on Virtual Reality. Many US and international television appearances, dozens of citations in US and international publications, presentations in 13 countries.
7. **Deep experience:** Executive management of non- and for-profit organizations, strategic planning, evaluation, operations, program management, budgeting, shaping policy, branding, advertising, writing, audience development, fund-raising, social media, SEO, direct marketing, public relations, product management, market research, technology trend prognostication.

## Professional History

### Executive Director, SCRAP (San Francisco) 2015-2018

*Revived a foundering 40-year old nonprofit social enterprise serving Bay Area Educators, Students, Artists, and the environment while creating jobs.*

As the fourth Executive Director in a year, this challenging position required dealing with personnel issues, a poor financial position, poor public perception, mediocre communications, deteriorated government relationships, and a non-existent development effort.

In the first year, I met with major donors and supporters, oversaw a reorganization of physical space to increase efficiency, dramatically increased our engagement with stakeholders, and revived an organization that was in danger of closing its doors. I also helped with Board Development.

We implemented Salesforce to improve customer relations and fundraising and to open new communications options. SCRAP also doubled the amount of materials reclaimed from landfills while providing supplies to more than 800 teachers and their 80,000 students.

During my time at SCRAP, each annual appeal exceeded all-time records in both number of donors and money raised. The 40th anniversary celebrations in October of 2016 included a juried art show, a gala celebration party, and a community day that welcomed over 1000 member of the community, and showed a profit.

Reduced deficit by 75% in two years by reducing expenses and increasing funding by almost 20%. Raised over \$200,000 from new donors.

### Chief Executive Officer, ReliaTech (Oakland), 2008-2013

*Created 150 jobs, more than tripled revenue during recession.*

ReliaTech was the nonprofit social enterprise of the Stride Center. ReliaTech created jobs and provided essential IT equipment and support to nonprofits and low-income individuals by operating one of the state's largest nonprofit computer refurbishing businesses, recycling e-waste in a responsible manner, operating retail computer stores, and selling surplus equipment online.

Steady growth during the 2008 recession included revenue increase of more than 300% while losses shrank, starting two new business lines, and creating more than 150 jobs.

- Developed new business model that increased revenue by over 300%, during recession
- Increased corporate in-kind donations over 600%
- Obtained more than \$600,000 in cash donations
- Created two new business lines
- Added new facilities and created profitable model for retail growth
- Created over 150 paid internships
- More than doubled inquiries from advertising and tripled website visits

### **Director of Marketing and Communications, Pivot Learning Partners (formerly Springboard Schools, San Francisco), 2005-2007**

*Led successful rebranding, raised funds for communications, increased inquiries 1000 times.*

Non-profit public school reform organization was successfully re-branded as a fee-for-service consulting business that quickly became a statewide leader in school research, administrator and educator professional development, and other services.

- Led successful effort to change name and create new branding as organization moved from local, grant-giving model to state-wide fee-for-service business model.
- Supported Program and Development Teams through dozens of sold-out events throughout California. Obtained national media coverage for “sold-out” policy briefings in Washington, DC and Sacramento, award-winning video for presentation at annual gala
- 400% increase in web traffic in six months
- Increased website-originated inquiries by 1000%
- Planned and executed successful PR, advertising, and direct contact marketing efforts for a variety of events and programs resulting in national and statewide coverage
- Obtained Google Grant valued at \$45,000 (more than 10 times preexisting annual budget) for online advertising for non-profit school reform organization

### **Jack London District Association Board of Directors (Oakland), 2005-Present**

*Volunteer position raising funds, interfacing with various public and private parties, helping to shape city policy.*

- President: 2006-2015
- Founding board member (2005) of neighborhood association representing about 3,000 residents and businesspeople of the Jack London District.
- Obtained \$11,000 grant from previous neighborhood association
- Spearheaded effort to create Neighborhood Crime Prevention Council as a committee of JLDA, to provide regular and frequent liaison between residents/businesspeople and police
- Participated in city/developer/resident negotiations on Jack London Square \$200,000,000 renovation plan, with significant compromises obtained, including \$2.5 million community impact mitigation pledge.

### **CEO, CyberEdge Information Services, Inc. (Oakland), 1990-Present:**

*Provided accountable marketing and market research services to nonprofit, high tech, medical, and other sectors.*

A full service agency providing marketing, public relations, social media, and market research services.

- Provided full-service marketing, including acting/interim marketing director, product management, branding, advertising, public relations, trade-show strategies, marketing automation, and market research
- Created direct marketing campaigns with as much as 24% response (compared to industry average of 1-2%)
- Published highly-regarded proprietary and public research reports bought by major corporations and agencies world-wide

**Member of the Board of Directors, Social Enterprise Alliance, SF Bay Area: 2011-2015:**  
*Helping Social Enterprise thrive in the Bay Area and world-wide.*

I believe that every enterprise can and should be a social enterprise. I helped provide local leadership to this alliance of business leaders using enterprise to benefit communities.

**Publisher/Editor, *CyberEdge Journal* (Sausalito, CA.), the world's leading newsletter of virtual reality, 1990-1997:**

*The journal of record of international virtual reality news, people, and product information.*

Provided news and information on virtual reality and advanced computer graphics to a world-wide audience.

## **Selected Publications, Presentations, Awards, and Citations**

### ***Publications***

*Ben Delaney's Nonprofit Marketing Handbook* (book)

*Virtual Reality 1.0 – the 90's* (book)

*Visions 2000 and Beyond*, (book chapter): *The destination of the species: Beyond Darwin*

*IEEE's Computer Graphics and Applications*, article, *Computer Graphics: Helping to Cope with Terrorism*

*Art New England*, with Ck Kuebel, article, *Ars Electronica 2001: Impact*

### ***Presentations***

Invited Presentation, University of San Francisco, MNPA Class in Marketing

Ignite Institute at the Pacific School of Religion, Financial Sustainability & Community Innovation Summit

Keynote Address, Schlumberger Information Services Forum, Madrid, Spain

Invited Presentation, Center for Socially Responsible Business, Mills College Lokey School of Business

Invited Presentation, University of San Francisco, MBA Class in Social Enterprise

Invited Presentation, the Stride Center, Summer Graduation

Invited Presentation, International Association of Science Parks, Funchal, Madeira, Portugal

### ***Awards***

**Next Generation Indie Book Awards Finalist 2015**, *Ben Delaney's Nonprofit Marketing Handbook*

**MarCom Platinum Award 2015**, *Ben Delaney's Nonprofit Marketing Handbook*

**Ava Gold Award:** Springboard Schools 2007 Gala Commemorative DVD

**MarCom Gold Award:** 2007, Writing, Springboard Schools Annual Report

2007, Nonprofit Annual Report, Springboard Schools

2006, Springboard Schools Commemorative DVD

### ***Quoted and Cited by***

*Business Week*

*Chicago Tribune*

*CNN*

*KRON, KTVU, KPIX TV*

*Los Angeles Times*

*Newsday*

*Nonprofit Pro*

*San Francisco Business Times*

*San Francisco Chronicle*

*San Francisco Examiner*

*TIME*

*Wall Street Journal*