

BEN DELANEY

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Effective, Accountable Leadership For Nonprofit Organizations

Over 30 years of executive leadership, marketing, and evaluation experience enables me to increase the impact of a mission-driven organization and social enterprises. I lead and collaborate on teams that enhance the mission, values, culture and impact of organizations that serve the community and the world. I have had executive responsibility in organizations showing consistent growth and triple bottom line impact. I consider mentorship and team growth important aspects of my leadership philosophy.

Nine 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 and use data to evaluate results.

1. **More than 30 years of successful executive experience** in both for- and nonprofit organizations as team member, builder and leader. Planning, operational, and bottom-line responsibility.
2. **Increased social enterprise revenue by >300%** during the recent recession. I exceed expectations by taking the best practices of business 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 \$580,000** in financial and in-kind donations from corporate, foundation, nonprofit and government partners, supplementing development department efforts.
5. **Optimized non-profit websites providing 400% increase** in website visitors per month.
6. **Develop effective and accountable marketing and communications campaigns** using all media to optimize results while controlling costs. All marketing programs are data-driven.
7. **Over 100 articles in print, and scores of public presentations and citations.** Book on nonprofit marketing nearing completion. Many US and international television appearances, dozens of citations in US and international publications, presentations in 13 countries.
8. **Award Winner: Ava Gold Award:** Springboard Schools 2007 Gala Commemorative DVD. **Gold MarCom Awards:** 2007, Writing, Springboard Schools Annual Report. 2007, Nonprofit Annual Report, Springboard Schools. 2006, Springboard Schools Commemorative DVD.
9. **Experience includes:** Strategic planning, evaluation, operations, program management, budgeting, branding, advertising, audience development, fund-raising, social media, SEO, direct marketing, public relations, product management, market research, technology trends. Frequent international engagements

Professional History

Interim Executive Director, International Toy Museum (Oakland, CA)

Creating a world-class institution for understanding and celebrating toys and play.

Leading dedicated group of toy industry experts, childhood development researchers and young at heart community leaders in creation of a new museum of toys and learning.

Expected first exhibition will be in the Holiday season, 2014. Currently developing business, marketing and funding plans.

Chief Executive Officer, ReliaTech (Oakland, CA)

Created 150 jobs, more than tripled revenue during recession.

ReliaTech is the nonprofit social enterprise of the Stride Center: ReliaTech creates jobs and provides essential IT equipment and support to nonprofits and low-income individuals by running 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 recent recession included revenue increase of more than 300% while losses shrank, starting two new business lines, and creating more than 150 jobs.

Opened (July 2012) the ReliaTech Refurbishing, Recycling and Distribution center, a 5,200 sq. ft. facility in Richmond with the capacity to refurbish 10,000 computers per year while handling 300 tons of e-waste and selling \$90,000 per annum on eBay.

Created a new concept in computer stores: the ReliaTech Neighborhood Technology Center in San Pablo, providing increased community services while increasing profitability and creating jobs. Opened March 2013.

- Developed new business model that increased revenue by over 300%, during recession
- Increased corporate in-kind donations over 600%
- Obtained more than \$584,000 in donations
- Created two new business lines
- Added new facilities and created profitable model for retail growth
- Created over 150 jobs since 2008
- More than doubled inquires from advertising and tripled website visits. Social media community growth continues
- Created program for early-stage, low-income entrepreneurs, providing technology for business growth

Director of Marketing and Communications, Pivot Learning Partners (formerly Springboard Schools, San Francisco, CA)

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

Non-profit public school reform organization, this non-profit was successfully re-branded as a fee-for-service consulting business that grew to a statewide leader in school research, 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, "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

President, Jack London District Association (Oakland, CA)

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

- 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 Partners' \$200,000,000 renovation plan, with significant compromises reached, and continued interaction.

Member of the Board of Directors, Social Enterprise Alliance, SF Bay Area

Helping Social Enterprise thrive in the Bay Area and world-wide.

A leadership position in the local chapter of national organization promoting social enterprise.

I believe that every enterprise can and should be a social enterprise. I help this alliance of business leaders using enterprise to benefit communities grow and increase its impact.

President, CyberEdge Information Services, Inc. (Sausalito, New York City, Oakland)

Provided accountable marketing and market research services to high tech, medical, and other industries.

A full service agency providing marketing and market research services in the non-profit, high-tech, and bio-med industries.

- Developed *System Marketing* a data-driven, full business approach to marketing and communications scalable to any size business.
- Provided full-service marketing, including acting/interim marketing director, product management, branding, advertising, and market research to non-profit, high-tech, and medical technology organizations
- Created direct marketing campaigns with as much as 24% response (as compared to industry average of 1-2%)
- Provided highly-regarded proprietary and public research reports bought by major corporations world-wide

Selected CyberEdge Clients

- Bird & Bird, Attorneys (Sweden), Expert witness
- Committed Capital LLC (Australia), Market research as part of investment due diligence
- Digital Element, Acting Marketing Director for software publishing and distribution, and contract programming services
- Eastman Kodak Company, Market research related to new product launch
- EDS Europe (Belgium), Marketing of VR Consulting Services

- KMPG, *Connected Intelligence Training and Development Initiative*, Knowledge expert and trainer
- MedfoNet, Acting Marketing Director for online medical informatics company
- Siemens (Germany), Market Research
- Systems Engineering Research Institute (SERI, Taejon, Korea), Technical Review and Advisory Service

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

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.

- The newsletter of record, read by thousands of readers in over 40 countries
- Provided articles and presentations world-wide – scores of articles and presentations in 13 countries
- Produced successful international conference with over 300 attendees and nearly three dozen exhibitors

Direct Marketing Manager, *PC WORLD* (San Francisco, CA.), a leading publication for users of personal computers

Developed program to predict ROI on print advertising.

Managed response program which generated over 2,000,000 leads annually.

- More than doubled number and quality of responses while increasing budget only 8%.
- Developed unique research methodology to measure ROI for print advertisers.

Selected Publications, Presentations, and Citations

Publications

Ben Delaney's Nonprofit Marketing Handbook, book scheduled for publication, May 2014

IEEE's Computer Graphics and Applications, article, *Forget the Funny Glasses*

The Market for Visual Simulation/Virtual Reality Systems (six annual editions)

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

Public Utilities Fortnightly, article, *Technology Corridor: Enter the Cyber-Utility*

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

IEEE's Computer Graphics and Applications, article: *Here's Looking in You, Kid: Issues in Medical Imaging*,

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

Computer Graphics World, article, *Virtual Course – Real Sweat*

IEEE's MultiMedia, article: *The Power of P2P*

IEEE's MultiMedia, article: *Art is Where You Grow It*

IEEE's MultiMedia, article: *In the News; Digital Cinema*

IEEE's Computer Graphics and Applications, article: *Visualization in Urban Planning*

Presentations

Keynote Address, Embry Riddle Aeronautical University, Daytona Beach, Florida
Keynote Address, Schlumberger Information Services Forum, Madrid, Spain
Keynote Address, WSCG Conference, Plzen, Czech Republic
Invited Presentation, Center for Socially Responsible Business, Mill College
Invited Presentation, University of San Francisco, MBA Class in Social Enterprise
Invited Presentation, International Computer Refurbishers Summit, Phoenix, Arizona
Invited Presentation, MIND Lab, Michigan State University
Invited Presentation, International Association of Science Parks, Funchal, Madeira
Invited Presentation, Korean Information Processing Society International Conference, Seoul, Korea
Invited Presentation, National Research Council Workshop on Modeling and Simulation, Monterey, Cal.
Guest, *WABC Radio*, New York City
Guest, *Newton's Apple*, National TV science program, PBS network
Guest, *Next Step*, National TV science program, Discovery Channel

Quoted and Cited by

Associated Press
Boston Globe
Business Week
Chicago Tribune
CNN
Denver Business Journal
International Herald Tribune
Los Angeles Times
MacWeek
Newsday
Orange County Register
PC WEEK
Popular Science
San Francisco Chronicle
San Jose Mercury News
Savannah Morning News
TIME
Wall Street Journal