

SCOTT B. LEFF, M.S.

*1211 Shady Avenue
Pittsburgh, PA 15232-2811
(412) 441-4132
scottleff2@yahoo.com*

EXECUTIVE SUMMARY

AREAS OF EXPERTISE

- Executive Level Management
- Nonprofits Management and Consulting
- Fundraising & Development
- Budget Accountability
- Systems, Procedures, & Administration
- Strategy & Branding
- Community Relations
- Higher Education
- Presentations and Speaking
- Business Development and Sales
- Grant & Professional Writing
- Internet Marketing, eNewsletters, & Online Fundraising
- Personnel Management

SELECTED ACCOMPLISHMENTS

- Founded, Chaired, or served as Officer/Director of approximately 20 nonprofit organizations including educational, cultural, and human service agencies.
- With Co-Principal of consulting firm, raised approximately \$30 million for a variety of educational, cultural, health, and human service institutions.
- Created and piloted program to provide regional access to educational, cultural, and art resources of the Carnegie Institute to eleven rural Pennsylvania counties.
- Honored as recipient of Herman M. Buck Community Service Award for work with multiple Fayette County nonprofits.
- Initiated and formed cooperative lending pool among multiple competing financial institutions to address community credit needs.
- Served as Judge for 2005 Pittsburgh Social Enterprise Accelerator Business Plan Competition
- Exceeded budgeted revenues by annualized 5% while simultaneously reducing expenses as Executive-in-Charge of \$1.3 billion Trust and Financial Services Company.
- Consulted with Carnegie Mellon University's CANA Project to provide low-cost, high-speed wireless Internet access to isolated rural communities
- Created online strategy through analysis of overall business strategy, product mix, new product development plan, and long-range competitive advantage positioning that reduced Website budget by \$50,000 - \$100,000 for vendor to 58 Chambers of Commerce.
- Developed and implemented online and e-mail marketing plan that earned consulting client 300%+ ROI within first six months.

EXPERIENCE

PROFESSIONAL – EXECUTIVE

ASSOCIATE DIRECTOR/DIRECTOR OF CONSULTING

Bayer Center for Nonprofit Management at Robert Morris University: 2006 – Present

- Advise and educate diverse nonprofits in strategic, financial, social enterprise and business planning, mergers and alliances, governance, marketing/branding and fund development.
- Successful in lifting multiple nonprofits to higher levels of performance through Board reorganization and revitalizations, strategic planning, and a holistic approach to organizational consulting.
- Guided five Girl Scouts Councils of Western Pennsylvania through 18-month comprehensive merger process recognized by Girl Scouts USA as one of premiere mergers in national merger initiative.
- Promoted to organization's first Associate Director in 2008. Assumed additional responsibilities of corporate administration and marketing.

CO-PRINCIPAL

McDaniel Leff Consultants: 1989 - 2006

- Partner in Management and Development Consulting Firm for nonprofits; specialize in capacity building, sustainability, and strategic funding.
- Consultant and manager for regional tourism/economic development bicentennial commemoration; organized, funded, and coordinated year-long series of events drawing nearly 250,000 visitors; earned national Award of Merit from the American Association for State and Local History.
- Writer/designer of major image and informational publication that received award of distinction from Pittsburgh Chapter of American Institute of Graphic Arts for statewide trade association.
- Author of Social Entrepreneurship Business Plan for five-county education consortium.
- Invited trainer in online fundraising for regional association of museum executives.

FINANCIAL STRATEGIST

Luttner Financial Group: 2003 - 2006

- Sales and implementation of strategic financial planning process that employs macroeconomic principles to integrate all elements of client's financial resources; specialize in planned giving, retirement and estate planning, and risk management

SENIOR VICE PRESIDENT & COO

AmeriServ Trust and Financial Services Company: June 2002 - December 2002

- Executive-in-Charge of \$1.3 billion Trust and Investment Company; member of Executive Management Team for parent holding company, AmeriServ Financial.
- Installed and implemented Customer StrataStation -- an online, real-time, client management and record-keeping system.
- Successfully negotiated and began implementation of strategic partnership with Wall Street investment firm for creation of national pension management fund.
- Successfully negotiated labor concession package with union management.
- Position was eliminated as part of corporate reorganization.

MANAGING DIRECTOR & CEO

Leff Financial Group, Inc.: 2000 - 2002

Selected consulting engagements include:

- Yinhe Company Limited -- wrote Business Plan for global online strategy for \$500 million Chinese manufacturer; flown to China by company to provide eCommerce training to management staff.
- Gallatin Mortgage Company and BidNow.com -- created long-range eCommerce Value Plan.
- Claritech Corporation -- developed business and marketing cases for new technology product.

PRESIDENT

Bright Plaza, Inc.: 2000 - 2001

- Embraced turn-around challenge of struggling Carnegie Mellon University Web development and

hosting company with empty project pipeline and insufficient cash flow to meet payroll.

- Immediately added technology strategy consulting to product mix and generated proposal to develop new strategic business concept and plan for Seagate Technologies that resulted in six months of operating funding to stabilize finances and provide working capital to establish new revenue sources.
- Increased deal flow to 30 projects in the pipeline.
- Initiated and guided corporate rebranding effort; developed and implemented marketing plan; instituted PR strategy that resulted in featured coverage of company in all three major business publications in trading region.
- Generated sufficient revenues through turn-around strategies to increase staff and meet payroll during recession and collapse of technology market.

PRESIDENT

ZarPics Productions: 1986 - 1999

- Generated and managed advertising, marketing, and media engagements, as well as served as primary creative officer and producer for print projects and professional video productions.
- Co-wrote, produced, and directed national PBS documentary.

SENIOR VICE PRESIDENT & COO

Fayette Bank & Trust Company: 1978 - 1986;

MEMBER, BOARD OF DIRECTORS

Fayette Bank & Trust Company/Promistar Bank
1979 - 2002

- Managed all retail banking and operations for largest unit bank in Pennsylvania; served as acting CEO.
- Member of Executive, Credit, EDP, and Retirement Committees.
- Primary liaison to community and regional economic development organizations.

PROFESSIONAL – ACADEMIC

ADJUNCT FACULTY AND PROGRAM DIRECTOR

Carnegie Mellon University -- Institute for Software Research International

ADJUNCT FACULTY

Chatham University MBA Program

EDUCATION

MASTER OF SCIENCE IN ELECTRONIC COMMERCE, WITH UNIVERSITY HONORS

CARNEGIE MELLON UNIVERSITY -- JOINT DEGREE FROM SCHOOLS OF BUSINESS AND COMPUTER SCIENCE
2000

Practicum Project -- Design and Development of Prototype International Electronic Trading System for Barclays Bank.

BACHELOR OF ARTS IN ENGLISH, WITH DEPARTMENTAL HONORS IN CREATIVE WRITING

HAVERFORD COLLEGE
1976

OTHER

- Judge for Pittsburgh Social Enterprise Accelerator Business Plan Competition for Nonprofits.
- Accomplished public speaker; most popular speaker in 20-year history of PA Humanities Council Commonwealth Speakers Program; accepted for membership in National Speakers Association.
- Recipient of Fayette Chamber of Commerce Herman M. Buck Community Service Award.
- Member of Leadership Pittsburgh XXV.
- Member Finance Committee & national McAdam Award jury, Alliance for Nonprofit Management