
SENIOR MANAGEMENT & SERIAL ENTREPRENEUR
Marketing-Communications-Development-Fund Raising

A results-oriented executive, consultant, and entrepreneur with over twenty years of progressive and diverse experiences in communications, marketing, development, strategic planning and fund raising. A strategic, creative and practical thinker with a proven record in finding and implementing cost-effective solutions to challenges. An outstanding mentor with strong beliefs in the concepts of integrity, leadership, loyalty and team.

Effective Global Communications Business Partner February 2005 – Present
Effective Global provides a variety of clients internet marketing and communication strategies. Specialize in digital streaming media including: Video E Mail, Live Webcasting, Live Video Conferencing, Blogging, Social Networking, and Audio E Mail. Solutions include integrating video into Websites, News Letters and creating Private Label Internet TV. Primary platform provides metrics and analytics to measure the effectiveness of every E Marketing campaign.

Help Handicapped Int. Senior Representative & Communications Consultant September 2004 – Present
HHI (www.hhiindia.org) is a registered NGO working in India, Afghanistan, Pakistan, Burundi, Uganda and Kenya. Primary responsibilities and accomplishments include the following:

- Completed a \$2 million dollar tsunami relief project with Brother’s Brother Foundation. Served as the Board liaison between HHI and BBF to bring customized medical support vans to tsunami victims. Helped over 10,000 injured and handicapped children become productive citizens in their communities.
- In October of 2007 completed 3 year project to bring SafeKids International to India. Raised several million dollars from FedEx Express, Johnson & Johnson to fund the project. www.safekidsfoundation.org/members
- After the terrorism attack in Mumbai, India in November 2008 created both a website and a fund raising strategy for Indian children orphaned by the attacks. Efforts have helped 50 children to date.

World of Children, Inc. President September 2001- July 2004

Muhammad Ali has been the honorary Chairman since inception of this “For Impact” international organization that awards the equivalent of the Nobel prize to Children’s Advocates. Currently a member of the international selection committee. Helped to move the organization from Columbus to the United Nations in New York City to team with UNICEF on a worldwide basis. Offices are also located in San Francisco and San Diego, California.

- Directed marketing and communications with results of over 2,500 web references for the organization
- Raised on average \$2 million dollars in Columbus, Ohio and an additional \$500,000 internationally
- Automated entire nomination and screening process so selection committee could work on-line
- Led a team that produced a live locally broadcast television program of the Awards show

Key Accomplishments

- Established and funded two additional Award prizes and requisite sponsorship monies.
- Increased worldwide nomination totals by 300% in two years.
- Created web site www.WorldofChildren.org.
- Executive Producer of over 40 videos highlighting the accomplishments of Award nominees.
- Representative list of companies recruited to sponsor the World of Children, Inc. include:
 - CISCO ➤ Fifth Third Bank ➤ JP Morgan Chase
 - Microsoft ➤ Abercrombie & Fitch ➤ Accenture Consulting
 - AEP ➤ Dave Thomas Foundation ➤ Bob Evans Restaurants
 - Kroger Foods ➤ OSU Medical Center ➤ Columbus Dispatch
 - Kelloggs ➤ Cardinal Health ➤ The Limited

**FOUNDER & PRESIDENT
CSP ASSOCIATES, INC.**

Boston, MA.

1979 - 1989

Founded CSP, Inc. an Aerospace/Defense consulting firm. Grew company to \$10 million in sales prior to selling majority interest in 1988. During tenure performed consulting engagements around the world. Opened offices in Japan, Germany, Italy and Israel. Clients included every major aerospace and defense contractor including NASA and the U.S. Department of Defense. Created three Business Lines: Consulting, Conferences/Seminars, and Venture Capital Group.

THE LIPPY GROUP

1989 - 2001

Columbus, Ohio ♦ Tel-Aviv Israel ♦ Cairo, Egypt ♦ Boston, Massachusetts

Company provided communication counseling, marketing, management consulting, and strategic planning to a wide variety of companies in the United States, Canada, Europe, Latin America and the Middle East.

LIPPY GROUP ENGAGEMENT HIGHLIGHTS

Jump Start America: Directed a marketing and communications campaign that resulted in 400 companies in 26 states offering cash incentives to their employees for the purchase of vehicles built in the U.S. Appeared on ABC's Good Morning America, ABC's World News Tonight, CBS's This Morning, CNN Business News, and front page stories in the *New York Times*, *Wall Street Journal*, *USA Today*, *LA Times*, and over 200 other publications.

Israel Export Institute: In a two-year contract with the Israeli government, screened 250 companies and then led a delegation of 60 Israeli computer software, hardware, and service companies to Comdex, the world's largest computer trade show. Trained the companies on how to raise venture capital monies, corporate communication, business development and marketing. Supported efforts to identify and create strategic alliances and joint ventures with U.S. companies.

EDUCATION

THE FLETCHER SCHOOL OF LAW AND DIPLOMACY - TUFTS UNIVERSITY

M.A.L.D. in Law and Diplomacy

GEORGETOWN UNIVERSITY

B.S.F.S. School of Foreign Service

THE RAND CORPORATION

Authored a RAND Working Paper on the U.S. Space Shuttle program while working for two summers in graduate school. **Obtained a secret security clearance while working for the U.S. Air Force.** Paper remains classified.

AWARDS & RECOGNITION

- Testimony before the Subcommittee on Science, Technology & Space U.S. Senate Ninety-Eighth Congress
- Testimony before Committee on Commerce, Science & Transportation U.S. Senate One-Hundredth Congress
- Briefed President Reagan, National Security Council & Department of Transportation on U.S. Space Program
- Lecturer on U.S. Space Program and Opportunities in Venture Capital at Tufts, Harvard and Boston College
- Interviewed and quoted *New York Times*, *Wall Street Journal*, *Time Magazine*, *Newsweek*, *U.S.A. Today*
- Outstanding Service Award from the Israel Export Institute
- Eagle Scout

CURRENT COMMUNITY SERVICE

- Board Member – Brother's Brother Foundation, Pittsburgh, Pennsylvania
- International Advisory Board & Selection Committee – World of Children Awards
- Advisory Board Member – SafeKids Foundation of India
- Board Member – Help Handicapped India
- Marketing Committee Children's Hunger Alliance in Columbus, Ohio