


Chad Tessmer



Executive Storyteller & Community Builder

- Lay Leadership • Strategic Planning • Community Relations & Public Relations • Marketing & Resource Development
- Team Leadership • Project & Event Management • Budget Development & Management

Professional Experience

Executive Director

June 2022-Present

Milwaukee Youth Arts Center & MYAC Foundation

Chief Executive of collaborative, non-profit community center serving young people and the creative community. Serves as strategic, revenue, and operational leader with direct supervision of 10 professionals across administrative, programmatic, and operational functions.

Featured Team Accomplishments

- Architected new operational staffing model; hired entire new team in optimized organizational chart
- Enhanced brand awareness with new institutional partners and relationships
- Developed and onboarded new 'culture of hospitality' for staff and clients
- Launched cross-functional strategic planning process
- Redesigned operating dynamic between operating organization and independent, private foundation
- Overhauled sales culture, process, and outcomes; realizing 35% year-over-year growth
- Restructured board governance and succession processes
- Responded to major building flood event with limited service interruption and net-neutral budget impact

Chief Marketing Officer

Harry & Rose Samson Family Jewish Community Center

March 2012 – May 2022

Senior executive responsible for marketing, communications, membership sales & service, strategic planning, data advancement, public affairs, and special events teams within a \$15 million diversified social services agency. Strategic leadership partner to fundraising, operations, and program teams.

Featured Team Accomplishments

- Chief writer and committee chair for lay-led JCC Mission Statement Task Force; published August, 2021
- Strategic leader for JCC's Beyond A Building pandemic service vertical; introducing new program channels, communication initiatives, and 'stay-at-home' related business modeling and delivery
- Creative director and producer of agency-wide "Campaign For a Strong JCC"; a one-time emergent fundraising effort, exceeding public goal of \$1,000,000 in new gifts and contributions
- Executive staff lead for JCC's Strategic Planning process; an intensive yearlong engagement, working in partnership with board of directors, steering committee, and staff leaders across the agency to develop and implement a 'one page' strategic plan
- Serve as staff lead for JCC Board of Directors committees - Marketing Committee, Mission Statement Task Force, Strategic Planning Committee and Membership Task Force; executive team member of JCC Budget & Finance Committee
- Developed vision, strategy, and activation for redevelopment of jccmilwaukee.org, focusing on direct revenue enhancements in earned and contributed categories
- Alongside agency board of directors, lead a cross-functional team to review, remodel, and reintroduce the JCC's membership product; including project planning for operations, sales, and technology
- Creative director for fundraising, participation, collateral, scripts, films, and production of the JCC Maccabi Games— exceeding both earned and contributed financial goals

- Market executive for corporate functions including marketing, corporate communications, government affairs, media relations, project management, and liaison to executive (national) leadership
- Senior event planner for all client, executive, and internal meetings
- Financial manager of multi-million-dollar budget; including major for-profit sponsorships, foundation grants, and corporate events
- Company representative to area non-profit leaders, civic and elected officials, and regional executives – including public appearances, speaking engagements, and executive speech preparation
- Chair of regional employee volunteerism, engagement (Gallup), and corporate giving campaigns (United Way)

Assistant Vice President, Marketing Manager
National City Corporation

February 2008 – January 2009

Retail Sales and Quality Control Officer
MidAmerica Bank (successor to St. Francis Bank)

October 2000 – February 2008

Community Leadership

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| BizTimes Milwaukee | Notable Marketing Executive | Summer, 2021 |
| Alzheimer's Association - Wisconsin | Board of Directors | Fall, 2021 - Present |
| Co:Lab (Greater Milwaukee Committee/The Commons) | Participant | Spring, 2019 |
| Local Initiatives Support Corporation | Committee Member – Engagement | Fall, 2011 - Summer, 2012 |
| Governor's Council on Early Childhood | Member – Advisory Council | October 2011 – June 2012 |
| Milwaukee Film | Board of Directors | Sept. 2010 – August 2013 |
| First Stage Children's Theater | Board of Directors | June 2010 – May 2013 |
| United Performing Arts Fund | Next Generation Council Member | April 2010 – July 2012 |
| Sharp Literacy | Annual Campaign Co-Chair | 2010-2011 Campaign |
| South Suburban Chamber of Commerce | Board of Directors | Sept. 2004-August 2005 |
| Special Olympics of Wisconsin | Assistant Coach | Summer, 2002 |

Education

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| University of Wisconsin-Whitewater - Department of Arts and Communications | Theater/English |
| Hamline University/Playwright's Center | Playwriting |