

# JON BASSFORD, CAE, MBA, JD

Silver Spring, MD | 419-306-1101 (mobile) | [jhblaw06@gmail.com](mailto:jhblaw06@gmail.com) | [LinkedIn](#)

---

## INNOVATIVE OPERATIONS EXECUTIVE

### Strategic Planning | HR & Culture | Finance & Operations

Successful change leader who has the well-rounded ability to analyze situations, manage resources and make sound and logical decisions while coaching and leading others with emotional intelligence and appreciating the importance of a positive work culture.

<b>STRATEGY AND VISION</b> Develop Strategic Initiatives Change Leadership Analyze and Develop Processes/Procedures	<b>FINANCIAL MANAGEMENT</b> Accounting Oversight Budget Management Reporting and Monitoring
<b>HUMAN RESOURCES</b> Recruitment and Staff Development Culture Evaluation and Change Processes and Procedures	<b>OPERATIONS</b> IT/Building Management Marketing and Communications Growth and Expansion

## PROFESSIONAL HIGHLIGHTS

---

### INDEPENDENT CONSULTANT, Washington, DC

2018 – Present

Performing consulting activities to various non-profit and for-profit clients to include operations, finance/accounting, human resources, marketing, chapter operations, affinity/partnerships and much more.

### NATIONAL SOCIETY OF COLLEGIATE SCHOLARS, Washington, DC

2016 - 2018

Preeminent collegiate honor society with 320+ Chapters, \$7M budget and 25 FTEs.

### Chief Operating Officer (2017-2018)

### Director of Finance and Operations (2016-2017)

- ❖ **Cross-Department Operations.** Led executive team for oversight of all departments to ensure efficient and effective operations. Managed executive team and responsible for strategic direction and operations of the organization.
  - Led numerous operational changes across four departments that streamlined activities to reduce costs and allowed the organization to maintain close relationships while creating a structure of scale by revamping marketing communications and recruitment, chapter operations, external and stakeholder relations, and internal operations.
  - Developed and implemented a new strategy that increased the number of new schools providing prospects from 5-8 to over 100. Resulted in over 25% more marketing prospects.
  - Led complete cultural change to drive results through a focus on innovation, empowerment, mission-driven results, and accountability.
  - Drove new initiatives for chapter operations to increase chapter productivity and value for members while reducing costs and staff, including new communication strategy. Results

evidenced in 50% attendance increase in online leadership summit. Created a scale-able department with more efficiency.

- Developed new role to focus on university relations to increase brand recognition.
- Redeveloped internal operations team and technology to reduce costs by over 30% while improving performance and competency of department.

- ❖ **Change Management.** Initiated and implemented change across all departments, including those listed above, in order to curb a 5-year decline in member value, decreased conversion rate for membership, and decreased revenue.
- ❖ **Marketing/Communications.** Led new initiatives in membership recruitment to increase value and redeveloped communication strategies for current members to increase efficacy and reduce workload.
- ❖ **Financial and Budget Management.** Monitored and managed a \$7MM budget that stopped two fiscal years of losses. Changed process and procedures to create a more transparent process with greater accountability to staff.
- ❖ **Accounting.** Built a new accounting/finance team that created more expertise at a lower cost. Managed and led numerous policy and procedure changes for more efficient and effective accounting.
- ❖ **Technology and Operations.** Led structural changes that brought administrative work in-house to reduce costs and increase productivity. Evaluated and implemented changes to streamline tech and move away from a costly enterprise setup. Took over launch of Salesforce Communities build and other CRM processes to ensure timely and accurate completion with outside developer firm.
- ❖ **Human Resources.** Managed all human resources functions and procedures to ensure compliance as well as a positive culture. Worked with HR consultant to launch a committee to steer professional development and staff engagement activities.

## **APPLICATION DEVELOPERS ALLIANCE, Washington, DC**

**2012 - 2016**

Innovative startup trade association for application developers, \$3-7MM budget and 28 FTEs operating on two continents.

**Vice President of Operations and Products (2015-2016)**

**General Manager of Global Operations (2014-2015)**

**Director of Operations and Business Development (2012-2014)**

- ❖ **Accounting and Financial Management.** Managed up to a \$7MM budget for startup with no cash reserves. Created financial reports for Executive Director and Board of Directors to monitor financial progress. Oversaw all accounting functions including 990, 1099, bookkeeping, etc.
- ❖ **Human Resources.** Managed recruitment, hiring, and onboarding of more than 60 employees and interns and several terminations in three years. Established employee handbook, timesheet process and benefits administration.
- ❖ **Operational/Global Expansion.** Launched and ran internal operations for startup association, including global operations in Europe. Created operational efficiencies including staff meeting coordination, technology integration across multiple offices and establishing international subsidiaries.
- ❖ **Program/Product Development.** Launched ground breaking national event and industry working groups. Oversaw program administration by staffing and facilitating meetings and producing final work

product. Managed publishing of more than two-dozen papers, infographics and other industry work products.

- ❖ **Governance.** Facilitated Board agendas to ensure compliance with governance policies and procedures. Oversaw by-law review and policy enforcement. Drafted Board minutes post-meeting.
- ❖ **Alliance Partnerships.** Successfully negotiated more than one dozen affinity and promotional partnerships to increase exposure and non-dues revenue.
- ❖ **Research.** Launched and oversaw industry research department that completed more than six research projects the first year.

**PHI ALPHA DELTA LAW FRATERNITY, INTERNATIONAL, Baltimore, MD 2006 - 2012**

Preeminent International Law Fraternity with 600+ Chapters, 300,000 members, \$1.4M budget and eight FTEs.

**Director of Law School Chapter Operations (2008-2012)**

- **Served as Acting Executive Director on two occasions.**

**Membership Services Consultant (2006-2008)**

- ❖ **Membership Recruitment.** Increased law school chapter members by 30% over six years.
- ❖ **Program Development.** Increased chapter operations and programs through communicating and documenting best practices to chapter leaders to support chapter activities and value creation. Developed national mock trial competition involving 32 chapters competing over three days.
- ❖ **Governance.** Revised association bylaws, chapter bylaws and other policies and procedures. Facilitated Board meetings and compiled operational reports on chapter performance.
- ❖ **Volunteer Management.** Oversaw between 20-30 regional volunteers including more than 1000 chapter officers. Managed recruiting, onboarding and oversight of volunteer leaders. Coordinated and led dozens of district conferences and volunteer training sessions.
- ❖ **Chapter Relations.** Led record-breaking chapter expansion including reactivation of dormant chapters to vibrant member base and increased programming. Engaged with chapter leaders and schools to facilitate chartering of new chapters. Created proactive, consistent communications strategy that promoted chapter expectations.
- ❖ **Staff Management.** Launched and managed a seasonal traveling field representative program to increase the number of chapters reached annually. Included three or four representatives a semester.

---

**EDUCATION AND CREDENTIALS**

**Certified Association Executive (CAE), ASAE**  
**Change Leadership Certificate, Cornell University**  
**40 Under 40, USAE and Association Forum**

**Master of Business Administration, University of Maryland, University College**  
**Juris Doctor, Ohio Northern University, Pettit College of Law**  
**Bachelor of Arts, Philosophy, Millikin University**