



# Jeff Searcy

Jeff is a husband, dad, visionary, entrepreneur, strategist, motivator, coach, writer, communicator, and average golfer. His passion, energy, and enthusiasm are never ending. If you ask him what he enjoys the most, he would tell you that it's the strategy, connecting the dots, and unlocking the potential in people, businesses and organizations. "Unlock the potential... and you can change the world."

Jeff has over 25 years of hands-on executive, management, and organizational development experience and has essentially been training organizations and businesses, their leaders, professionals, and teams of all kinds, for the better part of two decades. He knows how to build relationships and brands, increase market share, sell tangible and intangible products and services, and relate to and effectively adapt a message to any audience, any size. He sees situations in multiple layers and from multiple perspectives...all tactically and strategically...always looking for multiple bottom lines and multiple wins. As a result, he developed the C3™

Process. Information about C3™ can be found at [www.jeffsearcy.net](http://www.jeffsearcy.net). At the end of the day, however, he'll be the first to tell you that it's not about him. He has a passion for speaking to and coaching others and lifting them up.

He also has experience as an independent consultant, strategist, and tactician specializing in non-profit and for-profit organizational and business solutions, development, and collaborations. He has had the opportunity to work with local, regional and national organizations and businesses across the country.

Jeff was a part of the original group of founders and an Executive Vice President of the Wounded Warrior Project®, an organization dedicated to honoring and empowering our country's wounded warriors. Prior to his departure from WWP in 2009, he had the privilege and honor to be the organization's first Chief Development and Marketing officer and develop and lead all of WWP's fundraising and marketing endeavors as well as its national educational and career advancement programs. He was at the helm of the machine that built one of the most recognizable brands in the nonprofit industry.

Before joining the WWP team, he spent 12 years in executive leadership as owner of The Identity Specialists, a promotional apparel and merchandise, brand consulting, strategic marketing, and business development company and as Director of Administration with EH Sellars, Inc. in Marietta, GA.

Georgia born and raised, a Cobb County native, now residing in Marietta, GA, Jeff is a United States Marine, no longer on active duty, and holds a Bachelor of Science Degree in Political Science and a Master's Degree in Public Administration, both from Kennesaw St. Univ. in Kennesaw, GA. He is a blessed husband and proud father of two boys.

[www.Jeffsearcy.net](http://www.Jeffsearcy.net) [linkedin.com/in/jeffsearcy](https://www.linkedin.com/in/jeffsearcy) / [twitter.com/jeffsearcy](https://twitter.com/jeffsearcy)

# JEFFREY S. SEARCY

**Executive / Entrepreneur / Communicator / Marketer / Strategist / Speaker / Coach**

*Dedicated to making an impact and changing the world.*

Talented, energetic, and entrepreneurial minded executive with 20+ years of hands-on, national director and executive level management, sales, and marketing experience with proven success of building organizations and teams at every level.

Core strengths include:

- Strategic and Tactical Market Planning
- Global Vision and Perspective
- Message Adaptability and Communication
- Team Building and Leadership
- Print and Electronic Media Promotion Campaigns
- Strategic Alliances, Joint Ventures and Partnerships
- Public Speaking & Event Announcing
- Market Opportunity Identification and Positioning
- Relationship Management and Customer Retention
- Brand Development
- Creative Branding and Marketing Communications
- Multi-Tiered Sales and Integrated Marketing Strategies
- High Profile Position and Media Competency

## **PROFESSIONAL EXPERIENCE**

Former United States Marine and proven leader, visionary, solution finder, strategic tactician, and dot connector with success in building organizations and businesses, brands, and relationships at every level.

### **Organizational/Business Development**

- Created an organizational development/assessment tool and process – C3™ and used it to assess organizational capabilities then created and implemented effective solutions consistent with the organization's and/or business' culture, mission, environment, and capabilities, as well as plans, strategies, and systems for effective goal and vision achieving growth.
- Started & built two successful businesses. Created one regional and two national nonprofit organizations to include all federal and state administrative application and compliance procedures. Developed scorecards and assessment tools. Created customized integrated marketing/branding, development, and administrative strategies, systems, and processes.

### **Advertising/Marketing/Branding/Resource Development**

- Created, developed, and or led the development and fundraising efforts for local, regional, and national organizations resulting in over \$200M in donation and sponsorship revenue.
- Created and fostered mutually beneficial B2B relationships and collaborations, in both the public and private sectors, to ensure client's and organization's long term program and relationship sustainability.
- Created, developed, and or led the marketing and brand development for businesses and organizations at every level, to include one of the nation's largest veteran charity and most recognized and valuable brands, the Wounded Warrior Project.
- Created, implemented, and managed national media/advertising plans and roll outs to include appearances on national, regional, and local television and radio.

### **Education/Training/Coaching/Communication/Consulting/Program Development**

- Coach, Consultant, Mentor, and Trainer to individuals, businesses, and organizations at the local, regional, and national levels on vision, strategy, time maximization, sales, systems implementation and design, team building, and organizational effectiveness.
- Launched and led national and international Education, Employment, and Empowerment programs to include the nation's only college and career access program for severely injured and wounded veterans.
- Created curriculum and taught training regiments for organization and business on recruitment, hiring, performance appraisals, and customer/donor service and retention best practices.
- Developed lesson plans and course curriculum for US Marine Corps formal school and instructed Marines on electronic theory ranging from basic concepts to tracing system faults to the component level.
- Ignited groups and teams across the country through the spoken word via conferences, training sessions, and events as a presenter, trainer, and emcee.
- Written, hosted and produced both internet and traditional radio shows and broadcasts. Hosted/emceed local events and promotions.
- Youth sports coach for over 13 years with proven success in building champions in life and in sports.

### **Writing**

- Published author and writer of internal and external communications, collateral, and publications, as well as speeches, business strategies, and grants.

### **Sales**

PO Box 543 Marietta, GA 30061

[www.jeffsearcy.net](http://www.jeffsearcy.net) email: [jeff@jeffsearcy.net](mailto:jeff@jeffsearcy.net) 904.814.9200

- Proven success in selling retail merchandise, services, industrial systems, and intangible products and vision in the national, regional, and local Business to Business and Business to Consumer markets.

JEFFREY S. SEARCY

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## WORK HISTORY

CAMPBELL HIGH SCHOOL (Smyrna, GA), COBB COUNTY PUBLIC SCHOOLS, Marietta, GA 2014 – Present  
**Head Coach Varsity Baseball (2017-present), Varsity Volleyball (2016), Athletic Coordinator, Social Studies Teacher**  
 Subjects: Economics, Government, U.S. & World History, British & American Literature, IB Comparative Government, Journalism

INDEPENDENT ORGANIZATIONAL CONSULTANT 2009 – Present  
**Principal**  
 Solution focused Consultant specializing in For Profit and Not-For-Profit solutions and collaborations.

OPEN DOOR MISSION, Houston, TX 2012 – 2013  
**Director, Resource Development**  
 Faith and evidence based recovery and rehabilitation facility dedicated to transforming the lives of the most severely addicted, destitute, homeless, and disabled men in the Houston community.

AIR CENTERS OF FLORIDA, Tampa, FL 2011 – 2012  
**Account Manager / Industrial Sales and Systems Engineer – NE Florida**  
 ACF is a Master Distributor of Ingersoll Rand compressed air systems, tools, and hoists.

WOUNDED WARRIOR PROJECT, Jacksonville, FL 2005 – 2009  
**Executive Vice President, Resource Development and Education and Career Advancement**  
 Organization dedicated to honoring and empowering our country's wounded warriors.

IDENTITY SPECIALISTS, Acworth, GA 2004 – 2005  
**Founder/President**  
 Promotional and Marketing Company

E.H. SELLARS, INC. GOODYEAR TIRE CENTERS, Marietta, GA 1994 – 2004  
**Director of Administration**  
 Goodyear Tire and Automotive Service Centers

UNITED STATES MARINE CORPS, Albany, GA 1990 – 1994  
**Electro-Optical Ordnance Repair Instructor**  
 The United States Marine Corp is the finest and deadliest fighting force in the history of the world.

## MILITARY SERVICE AWARDS

Honorably Discharged, Security Clearance: SECRET, National Defense Service Medal, Meritorious Unit Commendation, 2 Letters of Commendation, 5 Presidential Fitness Awards, maintained Expert Rifle Qualification.

## EDUCATION

**Certificate** • Fundraising Management • Indiana University / Purdue University Indianapolis  
**Master of Public Administration** • Kennesaw State University  
**Bachelors of Science** • Political Science • Kennesaw State University

## PASSION WORK

Po Box 543 Marietta, GA 30061 904.814.9200 jeff@jeffsearcy.net

## Teaching Experience

**Teacher** — Campbell High School, Smyrna, GA

2014 - Present

Subjects: Economics, Government, U.S. & World History, American & British Literature, IB Comparative Government. Created and coordinated lesson plans, delivered course material, class activities, assignment rubrics, and assessments that meet Georgia State Education Standards. Created blog site – [www.mrsearcysblog.wordpress.com](http://www.mrsearcysblog.wordpress.com) as a resource for students. Contains all relevant coursework information for classes.

**Organizational Consultant/Trainer** – Independent Consultant/KB Group Consulting, USA

2009 - Present

Created an Organizational Development Assessment and Tool – C3™. Marketing & Brand Development, Promotions, Marketing & Cause Marketing Campaigns, Strategic Planning, Philanthropic Solutions, Resource Development, Relationship Management, Business & Organizational Development, Management Solutions, Training & Professional Development. Most training done in a classroom type setting.

**Instructor** — United States Marine Corps, MCLB Albany, GA

1991-1994

Developed lesson plans and course curriculum for US Marine Corps formal school at Schools Co., Headquarters Battalion, MCLB Albany, GA. Provided instruction on electronic theory and the troubleshooting and repair of both test and tactical equipment to include the M47 Dragon, M47 Dragon Test Equipment, Boresight Collimator, TAS4A, AN/PVS-4, AN/TVS-5, and the AN/GVS-4.

## Education

Certificate in Fundraising Management, Indiana University Purdue University - Indianapolis, Indianapolis, IN

2007

Masters of Public Administration — Kennesaw State University, Kennesaw GA

2004

Master's Thesis & Presentation –Implementing Impact Fees in Paulding Co. (Georgia): A Report for the Paulding County Board of Commissioners - 2004

BS Political Science — Kennesaw State University, Kennesaw, GA

1999

Certificate – Certified Instructor Course – United States Marine Corps Formal School, MCB, Camp Lejeune, NC

1992

## Certifications/Assessments

Georgia PSC Certification ID#1497876

GACE Economics I & II

GACE Political Science I & II

GACE History I & II

## Publications

Power Source Magazine, Nashville, TN

2010 – 2013

Power Source Magazine is a monthly publication from the Inspirational Country, Bluegrass, and Gospel Music Industry. I was a monthly contributor from September 2010 until May 2013, providing more than 30 men's ministry articles on subjects ranging from politics to the military to sports. [www.powersourcemusic.com](http://www.powersourcemusic.com)

## Literary Commentary

Broken Tees and Mended Hearts: A Life's Journey Serving Wounded Warriors and Injured Spirits by Judy Alvarez, PGA, LPGA.  
Was asked to provide commentary on Mrs. Alvarez's book based on my work with wounded warriors.

Vindicated, Inc. Book One – A Leg To Stand On by Shane Moore, Phil Russell, & Gerry Kissell.

Based on my work with wounded warriors and the military, I was asked to provide commentary on the new military graphic novel from Visioncon

## Related Teaching/Instructional Experience

**Executive VP – Education & Career Advancement** — Wounded Warrior Project, Jacksonville, FL 2008-2009

As the Executive Vice President of Educational and Career Advancement and National Director of TRACK, I was responsible for overseeing the Education, Employment, and Empowerment portion of WWP's international service programs to include Warriors to Work, Transition Training Academy, and TRACK – the nation's only college and career access program for severely injured veterans.

## Core Competencies

- Strategic and Tactical Market Planning
- Global Vision and Perspective
- Message Adaptability and Communication
- Team Building and Leadership
- Print and Electronic Media Promotion Campaigns
- Strategic Alliances, Joint Ventures and Partnerships
- Classroom, On-Site, Field, and Virtual Instruction
- Public Speaking, Event Announcing
- Market Opportunity Identification and Positioning
- Relationship Management and Customer Retention
- Brand Development
- Creative Branding and Marketing Communications
- Multi-Tiered Sales and Integrated Marketing Strategies
- High Profile Position and Media Competency
- Business, Organizational, Media, and Instructional Writing

## Charitable Boards & Appointed Community Posts

Presnell Foundation, Morgantown, IN 2009-2011  
Board Member

St Johns County Sports Advisory Council, St Johns County, FL 2011  
District 2 Representative

## Personal Information

DATE OF BIRTH: 2/17/1968

PLACE OF BIRTH: Atlanta, GA

MARITAL STATUS: Married

## Employment History

CAMPBELL HIGH SCHOOL (Smyrna, GA), COBB COUNTY PUBLIC SCHOOLS, Marietta, GA 2014 – Present  
**Head Coach Varsity Baseball (2017-present), Varsity Volleyball (2016), Athletic Coordinator, Social Studies Teacher**  
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### **Principal**

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### **Member of Original Founding Group, Executive Vice President, Resource Development and Education and Career Advancement**

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### **Director of Administration**

Goodyear Tire and Automotive Service Centers

UNITED STATES MARINE CORPS, Albany, GA 1990 – 1994

### **Electro-Optical Ordnance Repair Instructor**

The United States Marine Corp is the finest and deadliest fighting force in the history of the world.

## Passion Work

Coach, Teacher, Mentor, Motivator, Speaker, Radio/TV Host & Commentator

# Jeff Searcy | Teaching Philosophy – Leadership, Public Administration, & Business

A substantive understanding of the multiple societal, economic, and relational dynamics and perspectives that are impacted by leaders/leadership, politics, and relationships both in business and societal in general as a component of the various local, national, and global institutions...more importantly, how they all fit together...is something I see being lost in the youth and young adults of today. We've become a society of "sound bite" culture...one that is very superficial and lacking in individual thought. To create effective and systemic change, we must go deeper. I truly believe the current generation of 18-26+ year olds has the drive and intellect to move the needle and enact relevant, substantive, and effective change and see not only a difference in their own lives, but in the lives of the people and the world around them. I have a passion for teaching and challenging students to think critically, substantively, and for themselves.

## As a Teacher:

I challenge myself to never stop learning myself. Honesty and sincerity in my interactions with my students is critical in establishing a connectivity with them. Every class has a different culture and personality. I charge myself with knowing the audience, gauging the class climate, meeting them where they are, staying cognizant of the fact that all students learn differently, and embrace the opportunity that every student, regardless of age, background, experience, etc...brings a varied and important perspective to the discussion and learning environment. The outcomes that reveal my effectiveness as a teacher are “aha” moments and lit light bulbs.

In order to reach students, or any audience for that matter, I must provide practical and real world examples and show the relevancy to them in the subject matter taught. The material must reach the students where they are if it is to be impactful. Ultimately, I want to provide tools students can use when taking in information and that can help them be effective in their endeavors, challenge them to think for themselves, and challenge them have the intellectual courage to look at information from multiple perspectives.

My goal is to empower students with the tools, knowledge, perspective, confidence, and skillset to move the needle and enact relevant, substantive, and effective change in their lives and the world around them. In essence:

1. Follow the 3 P's of information - Position - Purpose - Perspective.
2. Teaching effectiveness over efficiency.
3. Help prepare them for real life.

## Students:

Goal: For them to gain a substantive understanding of the multiple societal, economic, and relational dynamics and perspectives that are impacted by politics and political institutions, business, and relationships...more importantly, how they all fit together.

Additionally, students need to understand that everything from International Relations to interactions with their friends is politics and political in nature. Gaining a basic understanding of the functions, roles, and responsibilities of government, local to national, is essential to begin building the students' foundational understanding of the dynamics mentioned above.

Desired overall outcomes for the students include learning to think for themselves, for them to have the intellectual courage to look at information from multiple perspectives, and accept three very important realities:

1. There are always pieces to the puzzle missing;
2. We rarely, if ever, have all of the information; and,
3. We must work from the perspective that the most important piece of information we need in order to form an iron clad opinion and/or conclusion is the one piece of information not available to us...and, we don't know from where it might come.

Focusing on these three important realities, as well as working from the platform of the 3P's, the students are always open to new information and perspectives. In academics, as in life, there is black & white and there is grey. While the black & white/grey reality spectrum is something we learn continually through life, the sooner students are able to understand which side of the spectrum the information they are working with falls, the sooner they will become more effective in their endeavors.

## Jeff Searcy | Teaching Philosophy (cont.)

### Delivery:

I use lecture, interactive discussion, hands-on practical application, and multi-media – including film and video, supported by texts and other resources (current and historical) to deliver the course material with a focus on the adherence to the 3 P's: Position, Purpose, Perspective. I use current events, issues, and present them through a cross section of disciplines (Economics, History, Government, Business/Entrepreneurship, etc...) to provide relatable content in order to facilitate discussion and ultimately a comprehensive and usable understanding of the subject matter and its useful and effective application.

### Assignments, Course Deliverables, and Assessments:

I stress writing and the ability to write and present effectively. However, it is as important for the student to be able to show an understanding of the course subjects and concepts. The assignments, course deliverables, and assessments will consist of papers, presentations, individual/group projects, and practical application.

The responsibility of educators at every level of the academic spectrum cannot be overstated or underestimated. We, as educators, are shaping the future through the minds of current and future generations. What an awesome and incredible opportunity that is!



J. Searcy