

CAREER OVERVIEW – ERIC STREIFF



Eric Streiff is a veteran marketing and nonprofit fundraising professional that has spent more than three decades on the front-line serving organizations of all sizes on both the agency and client side. His experience includes two decades working in NYC in the marketing and creative services field serving retailers, catalogers, publications, corporations, and advertising agencies. Eric's diverse background has shaped an exceptionally strong foundation of skill, experience, and insights that help organizations grow and thrive in highly competitive and challenging environments.

Highlights of Eric's professional experience include:

Senior Managing Director for a global marketing firm serving for-profit and nonprofit organizations with exceptional strategic planning that leads to decisive tactical execution that drives revenue growth and sustainability, consumer engagement and advocacy, and positions the organization for a competitive advantage.

SVP of Strategic Consulting for a national consulting firm serving nonprofits where he led all the client facing strategic initiatives, including building the integrated fundraising plans and working directly with nonprofit leadership on far-reaching strategic initiatives.

Vice President of Development, and Executive Director of the Canadian subsidiary, for a \$100 million international charity that Forbes identified as one of the Top 50 Charities in the US. Eric was responsible for the entire multi-channel program, which raised over 80% of the annual budget.

Executive Director/CEO for a \$32 million nonprofit organization, which supported charitable and humanitarian work in over 70 countries on every continent. He was directly accountable for the success of the organization with full strategic, operational, and P/L responsibility.

His range of experience in these roles is extensive. From assisting and coaching CEOs with far reaching business challenges, to helping development staff transform a major gift program, he has seen it all. He is passionate about helping organizations transition from a limited-channel marketing model to a multi-channel, integrated program, that accelerates growth, fortifies long-term financial sustainability, and builds unique brand experiences.

In addition, Eric is an adjunct marketing professor at Catholic University of America. He also taught marketing, Internet marketing, and advertising at New York University, Baruch, and The Fashion Institute of Technology. He received undergraduate degrees from both The Fashion Institute of Technology and Skidmore College, and earned a master's degree in Marketing from New York University. He has spoken at industry conferences, conventions, and seminars drawing upon his broad practical management and marketing experience.

CONTACT

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