

Beth A. Fisher

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Professional Summary

Proven leader who is a multifaceted, experienced, and passionate sales and business development consultant with skills and success in: inspiring companies and individuals to bring large scale projects to fruition, navigating organizational personnel structures and hierarchies, prospecting, marketing, training, evaluating and implementing innovative ideas and solutions, negotiations, preparing ROI projections, and overall operations and relationship management. Developer and cultivator of long-term key relationships. Demonstrated ability to develop and exceed collective established goals and outcome requirements, raise and increase people and revenue goals both internally and externally, and manage major account relationships and substantial projects. Expertise as and with senior-level management, reporting and forecasting, collaboration with prospects, customers, and employees at any level within an organization, and coordinating ongoing activities for existing and new business. Strong focus on maneuvering complex and extensive personnel layers and fostering bureaucratic relationships. Highly skilled at business process automation and operations management leading to increased revenue and long-term profitability. Considerably involved in sales cycles and relationship management of multi-million-dollar international organizations. Extensive writing and communication skills. Heavily immersed in NFP organizations, fundraising, leadership, mentoring, teaching and team-building.

Experience

Mel Trotter Ministries – Grand Rapids, Michigan

Vice President of Advancement & Communication, January 2020 – present

- Lead a team of ten individuals including five Development Officers, three Communication Strategists, one Events Manager, and one Business Analyst to reach a \$6.6m annual revenue goal
- Restructured the existing team as referenced above within the first three months, including new titles corresponding to more targeted market segments
- Underwent an entire system migration by removing a seventeen-year existing CRM in the first four months, replacing it with a more intuitive, efficient, and cost-effective solution
- Eliminated external DBA and hosting solutions that were no longer necessary
- Saved over \$300k between two budgets within five months
- Implemented new processes, procedures, and reporting tools
- Implemented a Moves Management Process (i.e. Sales funnel) with

- actionable goals, requirements, and targets
- Implemented eleven new workflows, resulting in an immediate increase in donor retention and a decrease in lapsed donors
- 30% YoY increase in revenue
- Responsible for all external media communication including television, radio, print and social media
- Responsible for creation, copy editing, and execution of direct mail including revenue projections
- Handle all donor relations alongside the team
- Strategize to ensure individual budgets are attained
- Work in tandem with the Chief Campaign Officer to oversee a \$22m Capital Campaign (quiet phase; 2021 public announcement)
- Responsible for all vendor relationships including calling centers, direct mail and acquisition, external marketing, copywriters, and media and advertisement placement
- Member of Executive Leadership Committee
- Member of Administration Leadership Committee
- Provide voice over for all radio ads
- Chief staff copywriter and editor
- Executive Producer of first feature film, *One Life at a Time*, for the mission (JC Films)
- Panelist, *The Responsive Nonprofit Summit: How to Define Go-Forward Strategies for Uncertain Futures*

Leave It 2 B, LLC – Grand Rapids, Michigan based

Leadership Coach, January 2019 – present

- Provide individualized and group training for organizational and personal leadership development
- Created an eight week curriculum: *The Next Right Thing*
- Administer, teach, and train using that curriculum in conjunction with requested areas of interest/need
- Sales Training
- Personal and Professional Leadership Development Coaching
- Executive Leadership Coaching
- Keynote speaker, various events

Imaging Office Systems, Inc. – Fort Wayne, Indiana

Senior ECM Sales Consultant, August 1997 – January 2020

- Responsible for outside sales of Business Process Automation and Content Management and Consulting Solutions initially within 25+ county territory covering NE Indiana, Michigan, and NW Ohio; worked without territorial limitations the last fifteen years.
- Marketed and sold a 10+ product line representing over \$1.5m in sales revenue for a leading VAR in the industry, including Hyland OnBase, OpenText, EMC, Oracle, FileBound, and PSIGen
- Highest producing rep for large-scale and complex Hyland OnBase projects and implementations

- Oversaw direct reports in Jr.-Sr. rep arrangement
- Contributed to social media and recurring blog posts for company website
- Prospected continually via cold calls, cold visits, marketing, vertical planning, and other means to develop consistent stream of new clients, while maintaining and growing existing accounts
- Responsible for selling across all offerings within the organization including Outsourced Lab Conversions, ECM Software, Consulting, Professional Services, and Records Management Services
- Utilized a strong sense of business process workflow within multiple industries including: Government, Nonprofit, Healthcare, Higher Ed, Manufacturing, HR, AR/AP, Financial Institutions, and others
- Determined individual sales forecasts for existing product line offering
- Reviewed existing product pricing and gross margin goals, and proposed new revenue streams annually
- Organized and exhibited solutions at industry tradeshows
- Led sales staff in both closing ratios and meeting generation ratios
- Consistent top two sales finishers (among 10+ reps) yearly
- Exceeded \$1m in Sales, 2006, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018
- ***Salesperson of the Year, 2005, 2006, 2008, 2009, 2010, 2011, 2013, 2015, 2016, 2017, 2018***

Ivy Tech Community College – Fort Wayne, Indiana

Adjunct Professor, August 2013 – 2016

New Student Seminar: Life skills class with emphasis on budgeting, acquiring marketable skill sets, reporting and analysis, employment opportunities, interviewing, public speaking, writing and succession planning.

Business Management, Sales, Marketing: Incoming Business Management

Lake Business Products, Inc. – Columbus, Ohio

Sales Representative, March 1995 - August 1997

- Responsible for outside sales of Document Imaging and Micrographic Equipment within a 15+ county territory
- Handled all prospecting, marketing, account generation and representation for 10+ product offerings
- Increased Columbus branch business by 50% in first year
- Met and exceeded annual sales goals

Accreditations

Certified Document Imaging Architech (C.D.I.A.)

Certified Mentor, Mentoring Women’s Network

Published Author

Remorseless: Learning to Lose Labels, Expectations, and Assumptions—Without Losing Yourself (Brookstone Creative Group), March 2020

Remorseless Workbook: A Journey to Losing Labels, Expectations, and Assumptions—And Finding Yourself, October 2020

Education

The Ohio State University, Columbus Ohio, 1995

B.S., Human Ecology

Bethel College, 2012

Master's Degree, Theology (M.Min.)

Bethel College, 2017

M.A., Theological Studies

Awards / Recognitions

Business Weekly's *40 Under 40*, March 2012

Leadership Fort Wayne, Class of 2013

Fort Wayne Woman of the Year, Leukemia and Lymphoma Society, 2013

Volunteer Work / Board Memberships / Teaching, Writing Contributions

2020-Present	Ghost Writer, <i>Instigate Magazine</i>
2020-Present	Contributing Writer, <i>TransplantNation</i>
2019-Present	Contributing Writer, <i>Cascade Living</i>
2019-Present	Contributing Writer, <i>Ada Living</i>
July 2020	Inforum Affinity Group <i>Keynote Speaker: Leading Through Adversity</i>
November 2020	Women at Meijer <i>Keynote Speaker and Presenter: Owning Your Story; Courage in Business</i>
November 2020	The Truth Tour: Finding Joy Again <i>Emcee</i>
August 2019	Minerva High School, Convocation Ceremony, <i>Keynote Speaker</i>
September 2019	Northview High School, National Honor Society Induction Ceremony, <i>Keynote Speaker</i>
March 2018	Davenport University <i>Keynote Speaker and Presenter: Why Sales is Like Dating: How to Persevere Amidst Rejection</i>
2018-2020	The Leukemia and Lymphoma Society, <i>Executive Chair</i> , Man Woman of the Year Campaign

2017 – Present Mel Trotter Ministries, *Spiritual Life Formation Group Member*

2017 – Present Mel Trotter Ministries, *Devotions Teacher*

2017– 2018 Bethlehem Church, *Vice President Council Board*

2017– 2018 Bethlehem Church, *Lead Teacher, Adult Biblical Study*

2017 – 2018 Bethlehem Church, *Devotional Writer*

September 2017 First Church of God, *Keynote Speaker, Women’s Conference*

2016 – Present Come2Go Ministries, *Guest Preacher*

2016-2017 Come2Go Ministries, *Biblical Studies Teacher – “The Story of God” Curriculum*

December 2016 Come2Go Ministries, *Keynote Speaker, Women’s Conference*

2015 The Leukemia and Lymphoma Society, *Executive Chair, Inaugural Man Woman of the Year Campaign, Grand Rapids, MI*

2015-2017 The Leukemia and Lymphoma Society, *Board Member, Grand Rapids, MI*

2015-2016 The Leukemia and Lymphoma Society, *Executive Board Member, Oversight Committee, Fort Wayne, IN*

2014-2016 The Leukemia and Lymphoma Society, *Leadership Committee*

2014-2016 Chestnut Hills Living Magazine, *Recurring Writer*

2014-2015 The Leukemia and Lymphoma Society, *Executive Co-Chair, Man Woman of the Year Campaign, Fort Wayne, IN*

2014 Fort Wayne Journal Gazette, *Published article, “Journey Worth Every Step”*

2013-2016 The Leukemia and Lymphoma Society, *Board Member, Fort Wayne, IN*

2013-2014 Cancer Services of Northeast Indiana, *Board Internship*

2011-2012 Food for the Hungry, *Missions Field Work (Nicaragua)*

2010-2015 Restoration House, *Teacher of Biblical Studies and Interim Board Member*

2009-2012 Emmanuel Community Church, *Teacher of Adult Studies*

2005-2009 Aboite Girls Basketball League, *Head Coach*

2008- Present The Leukemia and Lymphoma Society, *Guest Speaker, Various Events and Galas*

2002 – Present The Leukemia and Lymphoma Society, *First Connection Teaching/Mentoring Staff*