

# ANDREA M. KECK

## KEY SKILLS AND ATTRIBUTES

- Proven business and community leader
- Large corporate, non-profit, entrepreneurial, education, and civic experience
- Strong finance, strategic planning, marketing and project management skills
- Leadership of multi-disciplinary teams; accountable for results
- Creating community partnerships to support schools and non-profit organizations
- Identifying an issue, creating awareness of it, and putting a solution in place to address it
- Bringing business rigor to nonprofit operations
- Data-based decision-making
- Passionate about helping young people find their purpose and maximize their potential
- Passionate advocate for at-risk youth, particularly through improving education
- Experienced with all demographics from homeless children to the most affluent
- Excellent nurturer of young people
- Avid interest in disruptive innovation
- Team player, self-starter, creative problem-solver, results-oriented, analytical, highly organized, continuous learner

## EDUCATION

### **University of Chicago Graduate School of Business, Chicago, IL**

Master in Business Administration. Double major: Finance and Marketing.

### **Indiana University School of Business, Bloomington, IN**

Bachelor of Science, *With Distinction* (Top 1%). Management Major.

## EXPERIENCE HIGHLIGHTS (FOR-PROFIT COMPANIES)

### **DreamRoads, LLC. Founder (2011-Present)**

*Founder of this entrepreneurial company that provides curriculum and personal coaching to help children achieve long-term happiness and success by identifying their interests, strengths, and goals and using these to design and execute a personalized roadmap to the future they desire.*

- Nearly 1000 students in the Phoenix area have participated in DreamRoads, "Finding Their Passion", "Building Their Strengths", and "Realizing Their Dreams".
- Wrote curriculum for Dreams, Resources, Enthusiasms (Interests), Attributes, Motivations, Strengths, and Possible Jobs for Me units. Adapted for online delivery.
- Recruit and train Personal Success Coaches for students. Developed all training materials and facilitate in-person training sessions.
- Organize "Dream Big" fairs showcasing students' work for parents and community members

### **StyleHouse, Inc. Principal (1991-1997)**

*Co-founder of this entrepreneurial interior design consulting service.*

- Created and marketed an innovative system (similar to *Color Me Beautiful*) to identify, simplify, and coordinate decorating styles. Developed proprietary intellectual property and software.

### **The NutraSweet Company, Manager of New Business Development (1988-1991)**

### **Kraft, Inc., Brand Assistant, Associate Brand Manager (1984-1988)**

*Management of established products (Parkay®); new products (Lender's Bagels®, Celestial Seasonings®, San Francisco Sourdough Bread®, Simplese®, Froosa™); and new businesses (WellBridge® Fitness Centers) for these leading international consumer products companies.*

- Responsible for the successful development, introduction, and ongoing management of new consumer products and new business ventures. (\$100 Mil - \$ 300 Mil businesses)
  - Led multi-functional teams through the new product development process, from opportunity analysis and initial concept exploration to successful market introduction, often in remarkable time. Teams included personnel responsible for research and development, product and packaging design, engineering, marketing research, pricing, advertising development, sales, test market selection, financial analysis, and legal counsel.
  - Selected capable personnel, fostered open communication, and motivated team members in matrix reporting relationships to successfully achieve project goals.
  - Established realistic project schedules, delegated tasks, allocated resources, controlled risk and uncertainty, anticipated problems, and overcame setbacks to deliver results on time and within approved budgets.
  - Established and controlled budgets in excess of \$150 million.

- Developed strategic plans for new businesses and new business segments. Identified opportunities, analyzed target audiences, assessed current and potential competitors, identified core competencies and competitive advantages, developed marketing plans and financial projections, and identified critical components for success.
- Built and maintained strong brand identities for new and established leading consumer products. Established and controlled marketing budgets in excess of \$40 million.
- Regularly presented comprehensive "State of the Business" reviews to the Chairman, President, and Vice Presidents of these Fortune 500 companies.

### **Interand Corporation, Director of Marketing (1983-1984)**

*Developed the marketing plan and sold initial installations for this entrepreneurial company, leading up to its initial public offering. This company developed the patented "Telestrator" videoconferencing technology.*

- Authored the strategic marketing plan establishing a rational sequence for market entry and expansion, identifying and prioritizing prospects, and establishing the pricing and service policies supporting the desired positioning.
- Sold, then led the cross-functional team that designed, engineered and installed, five custom videoconferencing rooms (\$1 Mil) in worldwide locations for General Electric.

### **Harris Trust and Savings Bank, Commercial Banking Officer (1978-1983)**

*Commercial banker for 25 privately-held middle market companies.*

- Made and monitored loans up to \$30 million each. Determined credit-worthiness by analyzing financial statements, cash flow projections, and sources of repayment to assure protection of the Bank's assets.
- Advised customers about effective cash utilization, risk management, and capital planning.
- Relationship manager for businesses, correspondent banks, and prospects across several Midwestern states.
- Streamlined the portfolio of product offerings, revised the pricing structure, and led sales and service personnel through the successful conversion of credit-card processing services for 200 correspondent banks, thus improving efficiency and profitability.

## **EXPERIENCE HIGHLIGHTS (NON-PROFIT ORGANIZATIONS)**

### **Boys Hope Girls Hope of Arizona, Board of Directors (2006–2013)**

*Residential and commuter programs for academically-capable motivated at-risk students, providing high-quality education, opportunities, and co-parenting from middle school through college.*

- **Chair, 2010 "Success Starts With Hope" Fundraising Breakfast.**
- **Executive Committee of the Board of Directors.** Executive management of all Board functions, and oversight of all personnel and activities of the organization. Focused on restoring unity and ensuring a smooth transition among staff and Board after the resignation of the Executive Director.
- **Chair, Program Committee.** Appointed to Chair this newly-consolidated Board committee; responsible for oversight of all programming operations, both residential and community-based. Significant effort directed to rebuilding the residential program; particularly hands-on due to the absence of a Program Director and an Executive Director.
- **Chair, Community-Based Program Committee.** Responsible for Board oversight of the community-based program. Oversaw significant enhancement of program offerings; expansion of the after-school program; stronger parent outreach efforts; enhanced recruiting with local schools; and tightening and standardization of scholar admissions criteria.
- **Member, Strategic Planning Programming Subcommittee.** Authored the statistical analyses that quantified the magnitude of the operating problems in the residential program. Specifically advocated for research with current/former scholars, parents, and houseparents; and for better utilization of the investment in residential facilities and staff by using them to serve both the residential and community programs. The recommendations of this subcommittee resulted in the significant strategic shift from the previous paradigm of "silos" (where the residential and community-based programs were staffed and managed separately) to the new "one program" paradigm.
- Instrumental in placing the first Pappas School student in the Girls Home. Mentored this young lady for 2 years. Developed a close relationship with her and with her mother, becoming a confidante of and advocate for them.

### **Pappas Schools for Homeless Children, Community Volunteer (1998-2006)**

*Over 2000 homeless students attended K-12<sup>th</sup> grades each year. In addition to academics, the schools provided a wide range of social services to students and their families.*

- Extensive work with homeless children, providing supplemental academic programming, social services, and extracurricular activities. Understand the physical, emotional, and academic challenges facing homeless children and their families.
- Created partnership programs between Pappas Elementary School and Desert Arroyo Middle School and Horseshoe Trails Elementary School to enhance learning, foster awareness, and promote mentoring through joint academic, cultural, athletic, and social events.
- Formulated plans for Leverage Pappas, a new non-profit organization to provide supplemental, turnkey academic enrichment and betterment programs to Pappas Schools. Leverage Pappas established a model for a community partnership that could support any public school, particularly ones serving disadvantaged students. Developed a comprehensive business plan to launch this new venture.

- Mentored a homeless African-American boy for six years. Spent time with him, monitored his academic progress, celebrated birthdays/holidays together, encouraged positive behavior, and inspired future plans. Still in touch with him!
- Chaired the 2002 Pappas Prom, a full-scale prom for 150 homeless teens. Solicited nearly \$20,000 in donated goods and services from local and national businesses and community members to support the event.
- Committee Chair/volunteer successfully executing numerous activities for Pappas students, including the annual Christmas Gift Giveaway, monthly birthday parties, field trips, etc.

### **Brophy College Preparatory Mothers Guild, Member (2002-2006)**

- **Underwriting Treasurer, Fashion Show 2005**
- Committee Chair/member successfully executing numerous events, including the Fashion Show, Mom Prom, Mother-Son Communion Breakfasts, Mothers Guild Retreat, Senior Treat Days, and Booster Club activities.

### **Cave Creek Unified School District, Community Volunteer (1997-2005)**

- Created a partnership program between Desert Arroyo Middle School and Pappas Elementary School. Enhanced learning, fostered socioeconomic awareness, and created opportunities for Desert Arroyo students to serve as role models and mentors; for many their first experience with community service. Organized up to 7 joint academic, cultural, athletic and social events for as many as 400 students every year. Recruited, trained, and scheduled as many as 40 community volunteers per event. Oriented volunteers and Desert Arroyo students and teachers about what to expect and how to interact with homeless children.
- Served as the liaison between Horseshoe Trails Elementary and Pappas Elementary, participating together in the *Black Stallion* Literacy Project™. Brought the opportunity to Pappas, supervised its implementation by Pappas teachers, and organized a joint field trip where students from both schools were partnered together to see, learn about, and read to live horses. Recruited and organized parents and community volunteers to staff this event.
- **Teacher Selection Committee, Horseshoe Trails Elementary School.** Interviewed and recommended teachers to staff this new public school (20+ positions). Chosen by the Principal, based on my business acumen, judgment, vision, and commitment to improving local schools, to provide input to her hiring decisions.
- Picture, Lady, Junior Great Books Literature Circle Moderator, Parent-Child Book Club Member, Room Mother, and Field Trip Chaperone.
- Recipient of two Helping Us Grow Awards from CCUSD for distinguished volunteer service.

## **EXPERIENCE HIGHLIGHTS (CIVIC INVOLVEMENT)**

*Leader in two recent efforts which significantly impacted the City of Scottsdale*

### **Scottsdale City Council Election (2020)**

- Member of leadership team successful in electing two new City Councilmembers, thereby changing the majority on the City Council from one beholden to developers to one committed to thoughtful, not unconstrained, development and being more responsive to Scottsdale residents.
- Developed numerous marketing materials (postcards, fliers, social media memes, videos, etc.) used to define candidates' platforms and promote the objective of changing the majority on the Council.
- Treasurer for one candidate, filing required Campaign Finance Reports.
- Both candidates, as well as myself, were novices in political campaigning. Successful in our first attempt.

### **Protect Our Preserve (2016-2018)**

- Early founder of citizen movement to prevent construction of a commercial event center in the McDowell Sonoran Preserve. Four City Council members were attempting to approve this project despite overwhelming objections of Scottsdale residents, thus forcing residents to organize a ballot initiative.
- Member of leadership team responsible for:
  - Speaking at City Council meetings, writing articles in newspapers, social media efforts, door-to-door campaigning, etc. to generate awareness among Scottsdale residents
  - Coordinating hundreds of volunteers city-wide who collected over 37,000 signatures to put the initiative on the ballot.
  - Organized community events to promote awareness, solicit volunteers, and fundraising to support efforts
  - Reeducating voters after months of promoting "No development" to vote "Yes" if opposed
- Initiative overwhelming passed, 71% to 29% thus killing the proposed project

### **Professional Associations and Seminars**

- **Arizona Business and Education Coalition.** ABEC is a statewide collaboration between business and education leaders facilitating dialogue between them and advocating for public policy, with the goal of creating a superior public education system in Arizona.
- **All Kinds of Minds® Educational Care Seminar** (Dr. Mel Levine)
- **A Framework for Understanding Poverty Workshop** (Dr. Ruby Payne)
- **Cognitive Coaching™ Training**
- **Raising More Money® Introductory Workshop**

## Church Activities

- **Get On The Bus.** Solicit donations and accompany minor children visiting their parent in prison on Mother's/Father's Day
- **For the Love Of Kids.** Organize and participate in monthly visits and special events for teen girls living in 3 local foster care group homes.
- **Open Table.** Participant in small group mentoring a young African-American Muslim man finishing high school and transitioning from foster care/homelessness to becoming self-sufficient
- **Parents for Life.** Parents supporting teens in the high school youth program.
- Taught religious education classes (7<sup>th</sup> and 8<sup>th</sup> grades)