

2018-875

BOB BALDWIN

8314 Hidden Lake Dr. S.
Jacksonville, FL 32216

H: 904.636.0103 / M: 904.349.0731
bob.baldwin@PARCFoundation.org
<http://www.linkedin.com/in/bobfbaldwin>

EXECUTIVE SUMMARY

Results oriented senior level executive with more than 20+ years of experience in start-up concepts, profit and loss responsibility, project management, government relations, grant development, staff development, leading teams and maximizing results. Significant accomplishments achieved through innovative and collaborative leadership. Areas of strength include:

- Development
- Team Leadership
- Strategic Planning
- Community Development
- Operations
- Public Speaking

PROFESSIONAL EXPERIENCE

PARC Foundation

Current

Executive Director

- Launched private foundation for PARC Entertainment
 - Developed Vision, Mission, and strategy for new foundation.
 - Funded foundation from \$0-\$250,000 in 18 months
 - Established foundation marketing and branding in our amusement park.
 - Created a rounding up program that raised \$50,000 in first year.
 - Established contribution to local nonprofits and awarded \$200,000 in three years.
- Created an employee contribution program for funding the foundation, providing an additional \$50,000 for employee support.
- Grew Lifework leadership to a self-sustaining program now operating independently.
- Established the Chick-fil-A Leadercast in Jacksonville and successfully increased participation by 66% in three years.
- Designed collaborative fundraising opportunities in our parks providing shared revenue between nonprofits in our markets and the foundation.

JACKSONVILLE REGIONAL CHAMBER OF COMMERCE – JACKSONVILLE, FL

1995 – 2009

Sr. Vice-President Community Development

Successfully managed programs within the Chamber in various positions.

- Developed Chamber's Small Business Division into an internationally recognized program.
 - Increased Small Business Center (SBC) budget from \$50K to \$1 million annually through grants.
 - Grew minority participation to 70% of overall client base.
 - Grew client activity from 500 clients to more than 3,500 clients per year, a 700% increase.
 - Acquired \$60K annual funding yearly to start the Procurement Technical Assistance Center.
 - Applied for and won \$150K five-year grant to start Jacksonville Women's Business Center.
 - Growth of SBC required relocating program from 3,000 sq. ft. to 8,000 sq. ft. facility.
 - Created economic impact of \$32 for every dollar the city provided in funding for the SBC.
 - Expanded staff and partners from one-and-a-half to 13 individuals.
- Cultivated greater visibility and recognition of the Chamber Councils, making them the largest area of involvement in the Chamber. Since 1999 membership has risen from 900 to nearly 1500.
- Launched Economic Gardening initiative to grow local businesses that is now being duplicated nationally.
- Created a Leadership Development Institute designed to interest qualified individuals in running for public office.
- Provided direction for a young professional's program growing it to more than 600 active members.

- Started a young professional's mentoring program with key community stakeholders. More than 24 young professionals have been matched with local leaders.
- Member of the chamber's diversity committee.
- Directed an education initiative providing internships for high school juniors and seniors.
- Created the Chamber Alliance of Small Enterprises (Ch.A.S.E) a collaborative small business service provider association of more than 20 organizations.
- Invited to speak to the Czech Republic Senate on small business development.

LITTLE PROFESSOR BOOK CENTER – JACKSONVILLE, FL

1990 – 1996

Owner/Operator

Opened and operated an independent book store, supervised six employees, responsible for all aspects of the business.

- Achieved recognition as the fastest growing store in 100-plus store franchise – sales doubled first two years in business.
- Established school book fairs that grew to over \$25K in sales.
- Recognized as a local authority on books.
- Elected franchise owners representative.

Professional Experience Prior to 1990:

MORRISON, INC. – MOBILE, AL

BILLION DOLLAR NATIONAL RESTAURANT COMPANY

Regional Vice-President

Rapidly promoted through management ranks because of innovative approach to doing business.

- Designed and created a training center for new managers that expanded into three locations providing training for all entry level managers.
- Reduced management cost per hire – saving organization more than \$1M in cost.
- Started and expanded a new restaurant concept to 15 stores averaging more than \$1M per store.
- Became the youngest vice-president in the history of the family dining division.

EDUCATION

Bachelor of Arts, History, Stetson University – Deland, FL

CERTIFICATIONS

- Myers-Briggs Type Indicator
- DISC Personality Profile
- Covey's "Seven Habits of Highly Effective People" and "Focus"
- Certificate in Nonprofit Organization Management from the Institute for Organization Management of the U.S. Chamber of Commerce

HONORS / AWARDS

- Recognized for innovative Small Business Development programs
- Small Business Leader of the year, Mandarin Council
- Leadership Jacksonville graduate
- Regional Leadership Academy graduate
- Lifework Leadership graduate
- Chamber Institute graduate

COMMUNITY INVOLVEMENT

- Hubbard House Board of Directors
- Glenmoor Life Care Center Board of Directors
- Board of Regents, Winter Institute, U.S. Chamber of Commerce
- Past-chair of American Chamber of Commerce Executives (ACCE) Small Business Committee
- Instructor ACCE annual conference
- Past board member Enterprise and Empowerment Zone board
- Past vice-chairman Essential Capital Board
- Mayoral appointments to Job Opportunity Bank Board and Jacksonville Journey
- Blueprint for Prosperity Executive Committee
- Keep Jacksonville Beautiful Board member
- Real Sense Prosperity Board member
- Small Business Administration Regional Advisory Board