

# JONATHAN LAWNICZAK, MBA

## Nonprofit Management – Long-term Planning – Transformative Leadership

Exceptional 15+ year record managing diverse, distributed professional associations with a focus on health care and financial industries. Built consensus to effect change for three organizations through enhanced vision, strategic planning, and improving governance structures. Championed failure as pathway to innovation. Strong record of pursuing and closing difficult negotiations including resolving federal-state jurisdictional issues. Tenacious relationship builder, advocate.

Demonstrated expertise in:

- |                                    |                             |                               |                                     |
|------------------------------------|-----------------------------|-------------------------------|-------------------------------------|
| ◆ Strategic planning               | ◆ Consensus building        | ◆ Strategic communications    | ◆ Continuing education              |
| ◆ Board development                | ◆ Coalition building        | ◆ Strategic partnerships      | ◆ Negotiating skills                |
| ◆ Project management               | ◆ Organizational design     | ◆ \$2.1M P&L responsibility   | ◆ Financial policy                  |
| ◆ Government relations             | ◆ Advocacy campaigns        | ◆ Appropriations              | ◆ Health policy                     |
| ◆ Component & multisite Operations | ◆ International programming | ◆ Executive/Staff development | ◆ Fund development and solicitation |

### PROFESSIONAL EXPERIENCE

#### JVL STRATEGIES

LEXINGTON, KY // 2013 - PRESENT

##### *PRESIDENT AND CEO*

Provide strategic and financial planning and other capacity building assistance to associations, foundations, and other nonprofit organizations.

- Client included: Interstate Commission for Adult Offender Supervision – Completed review of governance documents and based on the final report the Association made major changes to its by-laws including succession planning.

#### NATIONAL ASSOCIATION OF STATE TREASURERS (NAST)

LEXINGTON, KY // 2008 - 2013

##### *EXECUTIVE DIRECTOR/CEO*

Recruited to restore profitability, build strategic plan, raise visibility of Association, stabilize staff, improve policy process, and resolve nonperformance issues for component unit. Managed all financial oversight of \$2.1M organization including cash flow, budget development, budget implementation, and formulating financial projections.

- Increased reserves from \$900,000 to \$1.35M from FY09 - FY12. Reduced expenditures from \$2.2M to \$1.8M in first year.
- Built consensus for and implemented dues increase of 75% over five years, restoring profitability.
- Changed from enterprise accounting system to a consolidated approach, eliminating component silos.
- Crafted two strategic plans, developed board consensus for adoption of plans, built plans' goals into daily operations, and ultimately achieved the plans' goals prior to deadlines.
- Created strategic communications plan, culminating in the placement of an op-ed in the *Wall Street Journal* and tripled number of reporters attending conferences.
- Updated all publications from print to digital, allowing for easier publication and less costly distribution and revamped weekly newsletter increasing the "open rate" from 23% to 32% while saving eight work hours per day.
- Served as spokesperson of organization at conferences and media events.
- Coached four C-level staff, promoted two staff, recruited C-level communications director, created mentoring program for all staff, built professional development program, turnover during tenure lowest in NAST history.
- Formulated governance changes, added Secretary-Treasurer to the leadership track, providing all leaders with comprehensive understanding of financial model.
- Modified policy development process for swifter resolution of issues while maintaining consensus culture of the Association.
- Transformed National Association of Unclaimed Property Administrators from a component unable to provide services to its members and in debt to one that was fully functional organization and able to adopt its first-ever strategic plan.
- Developed programming for international exchange program including bringing in new partners to increase capacity.

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## HISPANIC SCHOLARSHIP FUND INSTITUTE (HSFI)

WASHINGTON, DC // 2006 - 2008

### EXECUTIVE DIRECTOR

Recruited to restart organization after abrupt shutdown four years earlier by parent, to serve as chief fundraiser, and to place programs in local high schools. *Awarded HSF employee of the quarter for high performance.*

- Rebuilt board of directors and recruited members including the Chancellor of Texas A&M and an internationally known neurosurgeon from Johns Hopkins University.
- Crafted strategic plan consisting of vision and mission statements, developed board consensus for approval of plan, achieved the plan's goals prior to deadlines.
- Formulated development plan, solicited over \$3M worth of proposals to government agencies, corporations, and foundations, resulting in collaborations with two federal departments and one federal agency for scholarship and internship programs and a program for nurse recruitment with a major health insurer.
- Guided one C-level staff, directed one administrative staff.
- Held bi-lingual workshops once every three months in local high schools designed to encourage Latino students to attend college, workshops attended by an average of 300 students, parents, and other family members.

## COALITION FOR HEALTH SERVICES RESEARCH (CHSR)

WASHINGTON, DC // 2000 - 2006

### DIRECTOR, GOVERNMENT RELATIONS

Recruited to this subsidiary of AcademyHealth to increase federal appropriations for the field of health services research and to encourage federal government to develop policies that would enhance the field.

- Created all governance documents crafted initial strategic plan, built board consensus for plan approval, implemented strategic plan, achieving all its goals prior to their target date.
- Increased funding for those agencies that support health services research from \$280M to \$410M during tenure. Awarded \$250,000 grant to develop workshops for researchers on implementing HIPAA privacy act.
- Grew partnership of organizations supporting the Agency for Healthcare Research and Quality from 80 members to 130 and built new coalition supporting the National Center for Health Statistics with 35 initial members. Coalitions played vital role in increasing funding for the field.

## NATIONAL ASSOCIATION OF INSURANCE COMMISSIONERS (NAIC)

WASHINGTON, DC // 1997 - 2000

### MANAGER, FEDERAL HEALTH AFFAIRS

First non-attorney recruited to increase government relations capacity.

- Negotiated jurisdictional issues between the federal government and states, resulted in winning point allowing states to investigate consumer complaints against strong federal opposition.
- Resulting in the federal government fully valuing insurance commissioners' ability to investigate complaints, which became a keystone of the regulatory structure of the Affordable Care Act.

## PREVIOUS POSITIONS

**NATIONAL COUNCIL OF SENIOR CITIZENS**  
Health Policy Representative

**CONGRESSMAN HAROLD FORD, SR.**  
Press Secretary/Legislative Assistant

**CONGRESSMAN LES ASPIN**  
Legislative Assistant

## EDUCATION

**University of Maryland**  
Master of Business Administration  
Concentration in International Business

**Eastern Michigan University**  
Bachelor of Science  
Political Science/Russian Studies, Minor in Computer Science

**Kellogg School of Management**  
Certificate in Public Finance

**Universiteit Antwerpen**  
Certificate in Business in a European Context