

## WAYMOND KING

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### SUMMARY

A strategic thinker who blends a variety of skills (operations, marketing, forecasting) from diverse industries to create and implement effective leadership strategies. Morale builder and team motivator focused on community engagement and stakeholder satisfaction who understands processes while keeping big picture objectives as a priority. Areas of strength and expertise:

- Strategic planning
- Charismatic | Poised under pressure
- Brand Strategy
- Analytics | Resource Development
- Resourceful Leader | Team Builder
- Product Development | Positioning
- Planning | Forecasting
- Promotional Campaigns
- Sports | Product | Service Marketing
- Agile | Quick to adapt

### PROFESSIONAL EXPERIENCE

**BOYS & GIRLS CLUBS OF GREATER KANSAS CITY (BGCCKC)**, Kansas City, MO

**2014 – PRESENT**

**Senior Director of Operations and Programs** (2018 – Present)

- Lead and manage all operational and programming functions of 11 Club sites in the Boys & Girls Clubs of Greater Kansas City network – including full-time management staff (15 people) and their staff (more than 70 employees) – serving more than 1,000 area youth daily
- Successfully created two (2) innovative nationally-recognized program initiatives
- Built collaborative relationships with key leading local youth development organizations
- Manage BGCCKC operations budget
- Coach, Mentor, Lead Unit management staff

#### Significant Accomplishments

- Managed Club network expansion from six (6) traditional Clubs to 12 Club programming sites including staffing, program development and implementation
- Managed Club operations/activities through COVID-19 global crisis maintaining service and support to members, staff, Greater Kansas City community and stakeholders throughout quarantine and virtual learning periods
- Partnered with Our Healthy KC Eastside (OHKCE) to bring COVID education and vaccine opportunities to the communities and populations supported through BGCCKC (incl, \$10K grant)
- Secured \$250,000 grant from the Downtown Minority Development Council (DMDC) to support BGCCKC programming initiatives
- Managed the process of incorporating Kipp Endeavor Academy middle school age/teens programming at the J & D Wagner Unit

**Director of Athletics and Healthy Lifestyles** (2014 – 2021)

- Created, implemented and evaluated Healthy Lifestyles programs including athletic, nutritional and behavioral focused activities designed to teach life skills to Club members
- Collaborated with Resource Development department to generate Healthy Lifestyles program funding streams through the creation and presentation of sponsorship proposals, marketing campaigns or facility rentals
- Managed a \$500,000 sports program operating budget

- Supervised department staff to develop league schedules, player recruitment campaigns as well as conduct orientation programs for volunteer coaches and officials
- Created and facilitated partnerships with local schools and youth development organizations

*Significant Accomplishment*

- Created a long-term (since 2017) sponsorship/partnership with Saint Luke's Health Systems consisting of one (1) dedicated FTE and \$50,000 annually to support BGCGKC healthy lifestyles/sports initiatives

**EWING KAUFFMAN FOUNDATION, Kansas City, MO** **2010 – 2013**

One of the largest foundations in the United States, the Ewing Marion Kauffman Foundation (EMKF) helps individuals attain economic independence by advancing educational achievement and entrepreneurial success, consistent with the aspirations of Ewing Marion Kauffman

**Managing Director Business Operations (2011–2012)**

- Supervised all financial and administration functions related to managing \$130M EMKF Grant to Kauffman Scholars, Inc. (KSI) - a comprehensive program designed to help urban students in Kansas City prepare for and complete a college education. Guided the disbursement of the Kauffman Scholars Scholarship (\$70M) award for 1800 Kauffman Scholars students. Directed contractual relationships with more than 25 vendor partners worth more than \$5M. Supervised a staff of 3
- Drove the redesign of the KSI budget management process which when implemented will streamline KSI financial processes by providing more accurate accounting records for financial outlays and reduce processing time for expenditure requests by an estimated 1-2 weeks
- Successfully led the KSI Senior Management Team through a time-sensitive project analyzing the KSI program and proposing revisions to more effectively address the needs of participants and manage expectations of participants, families, and the EMKF Board

**Director of Scholarship Management (2010–2011)**

Managed marketing, communications and budget management process for allocation of Kauffman Scholars Scholarship (\$70M)

- Researched and devised a strategic analysis tool detailing the post-secondary career options for scholarship recipients. This tool more accurately managed the EMKF board expectations regarding student success rates
- Created a promotional informational handbook specifying the requirements for awarding and retention of the KSI Scholarship. Prior to its creation, there were no specific policies or procedures in place to manage the scholarship distribution process. The utilization of this handbook resulted in first year scholarship expenditures savings of more than \$25K

**EDISON LEARNING INC. – DERRICK THOMAS ACADEMY, Kansas City, MO** **2009 - 2010**

Provided academic enrichment guidance to support approximately 200 middle school student's curriculum

- Worked in partnership with school administrators to improve school-wide literacy. Program involvement resulted in improved reading and comprehensive skills in 47% of 250 participating students

**KING MARKETING GROUP, Tallahassee, FL | Sydney, Australia** **2003 – 2009**

Self-owned business enterprise specializing in B2C and B2B marketing strategy development and developing sports sponsorships, promotional messaging and marketing strategy development

- Created successful marketing/promotional campaigns for major clients:

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- Fox Sports (increased game broadcast viewership 8%)
  - The Sydney Kings Professional Basketball Organization (sponsorship up 20%, season ticket sales up 13%)

**STATE OF FLORIDA – DEPT. OF THE LOTTERY, Tallahassee, FL****1999 – 2003**

Supervised all branding and marketing strategies, advertising campaigns, marketing research, planning and forecasting activities and sales division for lottery products

- Redesigned the operation functions of sales division (120 people) and revamped product marketing strategy for mature/declining product line
- Increased overall revenues and profits (25% in 3 years). Surpassed 5-yr goal of \$1B in profits (up from \$800M) in just 3 years

**HALLMARK CARDS, INC., Kansas City, MO**

- Started with Hallmark as a Management Trainee, rotating throughout the organization
- Quickly moved to Field Sales, managing 35 accounts and consistently recognized as top salesperson
- Managed a sales support team supporting Hallmark's number one retail customer
- Promoted to New Store Concepts Manager, providing marketing and operational start-up and ongoing support

**EDUCATION**

**MBA, Management**, University of Iowa, Iowa City, IA

**BBA, Marketing**, University of Iowa, Iowa City, IA

**PROFESSIONAL AFFILIATIONS**

Planning Committee, KC Male Charter School Initiative, Kansas City, MO, since 2012

Board member, INROADS-KC Advisory Board, Kansas City, MO, since 2010