

# Susie deVile Schiffli

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## EDUCATION

### **Master of Entrepreneurship**

Western Carolina University, Cullowhee, NC (2006)  
Received Outstanding Master of Entrepreneurship Student Award.  
Member of Beta Gamma Sigma and Pi Gamma Mu.

### **Bachelor of Arts with honors in Anthropology**

University of North Carolina, Chapel Hill, NC (1987)  
Awarded the John Honigmann Prize for writing the best honors thesis in anthropology.

William C. Friday Fellowship for Human Relations, (6/99); Duke Certificate Program in Nonprofit Management, (11/98); Western North Carolina Rural Economic Development Institute, (9/96).

## EMPLOYMENT HISTORY

### **Nonprofit Leadership Publishing & Writing**

### **Entrepreneurship Education Instructional Design & Training**

### **Sales & Marketing Consulting/Coaching**

**President**, InnovationCompass, LLC (August 2006 - Present)

**Co-Director**, The Entrepreneurial Learning Initiative Foundation (Feb. 2008 - present)

**Director Marketing & Training**, The Entrepreneurial Learning Initiative, LLC (Dec. 2007 - Feb. 2009)

**Broker Associate**, John Schiffli Real Estate (May 2001 - July 2006)

**Nonprofit Consultant** (Sept. 1999 - May 2001)

## EMPLOYMENT SUMMARY

- President of InnovationCompass, an executive and entrepreneur coaching firm. Areas of expertise include fostering creativity and innovation, niche marketing, sales training, leadership development, and strategic planning.
- Co-Director of nonprofit entrepreneurship education organization. Responsible for developing all educational programs and instructional design. Assist in overseeing and coordinating marketing/public relations, fundraising, grant writing, and donor management activities as well as the development of community/corporate sponsorships.
- Director of Marketing & Training for a for-profit entrepreneurship education company. Co-wrote and produced an online, multimedia series on The Entrepreneurial Mindset for Cisco System's Entrepreneur Institute. Consulted with academic and corporate clients to create customized curricula, education programs, and training packages.
- Consistent top producer with 2005 individual real estate sales volume exceeding \$13M. Created all marketing campaigns for office including radio, magazine, and newspaper advertising; redesigned company website. Recruited and trained new agents for office. Obtained Accredited Buyer Representative designation in March 2003.

- Consulted with local nonprofit organizations. Coordinated entire launch of the Highlands Performing Arts Center including the grand opening day celebration and evening gala. Led grant writing efforts and facilitated strategic planning retreats.
- Founding executive director of nonprofit community service center. Assumed fiscal responsibility for the center, particularly in the areas of coordinated grant seeking, fundraising, budgeting, and accounting. Facilitated collaboration among the center's 16 nonprofit and county organizations. Developed new and enhanced existing human service programs in conjunction with local and regional service providers.
- Founding executive director of nonprofit literacy organization. Recruited, trained, supervised, and supported over 75 volunteer tutors. Designed curricula for each student. Led all fundraising efforts and wrote all grant proposals. Collaborated with area educators, parents, social service providers, advocacy groups, and community leaders.
- Managed sales of an antique and contemporary Oriental art retail store. Composed print and broadcast advertisement copy.
- Extensive book publishing experience in U.S. and U.K. firms including acquisitions, editorial, production, and marketing. Created and implemented marketing plans for lead titles; composed copy for press releases and prepared press kits; wrote promotional inserts for academic journals, societies, and newsletters; managed direct mail campaigns. Managed production of academic titles from receipt of manuscript to bound copies.

## **TEACHING & TRAINING EXPERIENCE**

### **Courses Taught**

*Effective Leadership Skills* (guest lecturer, Leadership Highlands; voted best in series)  
*Real Estate Sales & Marketing* (corporate training)  
*Understanding Buyer Agency* (guest lecturer, real estate certification course)  
*Effective Leadership Skills, Fund Development, Publicity, and Volunteer Management*  
 (nonprofit workshops)  
*Literacy Tutoring, Best Teaching Practices, Multi-Sensory Learning, and Multiple Learning Styles* (nonprofit workshops)  
*Business Writing Essentials and Writing Effective Sales Letters* (corporate seminars)

## **OTHER WORK HISTORY**

**Founding Executive Director**, Peggy Crosby Center (Sept. 1995 - March 1999)  
**Founding Executive Director**, Literacy Council of Highlands (March 1993 - April 1996)  
**Sales Manager**, Stone Lantern (April 1992 - Sept 1995)  
**Marketing Manager**, University College Press, London (Nov. 1991 - April 1992)  
**Production Editor**, HarperCollins Publishers, London (Jan. 1991 - Nov. 1991)