

Shalom (Scott) Klein, M.A.

Innovative Director of External Affairs, Communications, Strategic Partnerships, Outreach, and Development

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EXECUTIVE PROFILE

Accomplished Executive, Strategist, Facilitator, and Communicator experienced in building strategic community partnerships with corporate, not-for-profit, political, and philanthropic partners to drive community-wide outcomes and impact through corporate sponsorships, inventive media partnerships, community relationships, social media, special events, program development, cause related marketing, and client management.

- Experienced public spokesperson in numerous forums; deep connections to a wide range of political leaders, organizations, activists, and experts in both public and private sectors
- Earned reputation for high integrity and being a passionate advocate of people, causes, and communities
- Builds strong relationships and navigates organizations through complex issues into mission alignment; adept at translating strategy into meaningful messaging, programs and relationship-building opportunities
- Expertise in serving a trusted advisor to internal & external teams, public, and executive board members
- Solid leadership with the ability to grow and coordinate a complex array of business processes, decisions, and resource commitments, unsurpassed by any other dimension of an organization

- **Core Competencies:**

Grassroots Strategies

Operational Excellence

Team Building & Leadership

Business Coach & Consultant

Communicator

Media & Public Relations

Community Advocacy

Marketing & PR Campaigns

Change Management

Policy Development & Administration

Public Speaker

Social Media

Governmental Affairs

Fundraising & Development

Performance Metrics

Master Networker

Entrepreneur

Volunteer Leadership & Coordination

PROFESSIONAL EXPERIENCE

Senior Consultant and Principal – Get Down to Business (2008 to Present)

A real-world, Master Business Coach & Consultant, International Keynote Speaker, External Affairs Guru, offering a unique & personal 1-on-1 customized coaching experience for clients, encouraging them to achieve personal & business goals faster than they could ever do on their own. Specialize in growing & turning organizations around, so nonprofits, owners, executives, and entrepreneurs PROSPER at a higher level.



- Accumulated over 4,000 hours of logged face-to-face business & coaching & training hours for major clients with direct management responsibilities
- Builds business coaching programs based on acquiring clarity & focus first & then attacking my client's goals. It is all about real-world issues and real-world solutions, all based on real-world experience. IMPACT is the key word
- Creates programs for clients based upon a clear understanding client's vision for their organization from their point of view; creating a personalized success plan; working together to execute the plan & complete their vision
- Provides expertise at helping clients maintain a business mentality of WINNING versus SURVIVING, using the disciplines including: building, training & maintaining killer sales teams, marketing, communication, time and priority management, goal setting & achievement, business clarity, leadership, development and external affairs

Commissioned Officer – United States Army Reserve (2019 to Present)

Currently assigned in the 822 Military Police Company in Arlington Heights, IL (secret security clearance).

- Direct management and training responsibility for the security, police and military requirements for 50+ service members from across the Midwest region



Director of External Affairs – Hebrew Theological College (HTC), Skokie, IL (2017 to 2019)



Hebrew Theological College - Beis HaMidrash LaTorah is committed to producing Torah-imbued college graduates and superior advanced graduate and professional programs for students who, upon graduation, will serve the Jewish community and humanity through their professional and personal vocations.

- Drove HTC's marketing, public relations, and on-line presence for the Beis Midrash & College for Men, Blitstein Institute for Women, Fasman Yeshiva High School, and Yeshivas Hakayitz, playing a critical role in showcasing the many institution-wide HTC programs and accomplishments of their students
- Through targeted strategies, planned and executed high-profile events, program development, advocacy, relationship building, and direct outreach, best positioning HTC's mission, academic offerings, faculty, alumni and student body
- Interfaced and collaborated with thought leaders and community stakeholders to inform and educate, and to raise the profile of the College's assets

Radio Talk Show Host - Get Down To Business with Shalom Klein – Radio AM 560 (2014 to Present)



Host of a 6 p.m. Sunday weekly radio show on AM 560 that is informational and educational, and where he gets down to business! The format features interviews with leaders in business, employment and politics as well as strategic advice on building one's business, success stories, and finding jobs.

Executive Director - Jewish Neighborhood Development Council of Chicago (2014 to 2019)



An organization of neighborhood residents and Jewish community leaders who care deeply about the past, the present, and the future of West Rogers Park through the promotion and encouragement of commercial, cultural and residential development.

- Identified stakeholders, developed strategies, and defined how key messages are delivered in order to increase participation in and visibility for the organization's credibility in the community
- Oversaw efforts of the organization by recruiting and engaging partners, facilitating the work of the council and its networks, providing advice and counsel to the board members
- Advocated for neighborhood improvements, by raising awareness of vital issues that impact the neighborhood, building community as a creative, dynamic force for promoting collective interests

Founder and Chairman - Jewish B2B Networking (2010 to 2019)



Founded the not-for-profit Jewish B2B Networking organization, a member based peer group that grew quickly from 75 users to 18,000 business owners and job seekers—both Jewish and people of all faiths, sharing the mission of collaboratively inspiring and motivating others to live their greatest lives by sharing their success strategies with enthusiasm, passion, and optimism.

- Hosted events, developed programming, and shared resources to help business networkers become more successful and job seekers find new employment
- Created the brand narrative, designed and implemented practices to build the network across the entire Midwest
- Published a print magazine with a distribution of 25,000 with business, jobs and entrepreneurship articles and resources

Vice President and Principal – Moshe Klein & Associates (2010-2014)



Responsible for day-to-day operations of a growing family run accounting and tax firm which grew strategically under his leadership

- Managed facility operations for 3 offices, a staff of over 20 associates and initiated software & technology automation
- Initiated and executed sales and marketing strategies that resulted in a growth from 5 to 500 clients over a 4-year period
- Directly consult for 50 clients in areas of budgeting, forecasting and business development across the United States

Project Manager - Chabad.org (2008-2009)



Managed and facilitated all special projects across the organization which became the world's largest Jewish website

- Drove digital content strategies, executing and showing performance based on metrics to support the overall goal of communicating Chabad's strategies, vision, and value proposition in the Jewish community
- Enhanced web properties to increase traffic, engagement, and ultimately conversion to Chabad.org
- Engaged, cultivated, and managed press relations to ensure appropriate coverage surrounding events and programs

SPEAKING ENGAGEMENTS

Sought-after keynote speaker, seminar and workshop leader and subject matter expert. Shalom's down-to-earth, conversational speaking style is limited on theory and heavy on street-fighting business experience. This approach has set him apart, winning him the respect of businesses large and small, all around the globe.

Keynote speaking engagements and interviews have included:

- 890 WLS, Adventist Health System, Alpha Epsilon Pi, Agudath Israel, American Zionist Movement, BBYO B'nai Brith, BNI, Chicago Cubs, City of Evanston, DePaul University College of Communication, First Bank & Trust, Hillel International, Jewish Vocational Service, Jewish United Fund, Keshet, Lubavitch Chabad of Illinois, Nielsen, Northwestern University Kellogg School of Management, Rutgers University Dept. of Entrepreneurship, Spertus Institute, The Mineral and Materials Society, and Vistage
- Weekly radio podcasts <http://shalomklein.com/podcasts>

BOOK PUBLICATIONS AND MEDIA PLACEMENTS

- "Get Down To Business" authored by Shalom Klein and published by Authors Place Press - 2018
- Media credits go back to 2010 and include placements in the: *Chicago Tribune*, *Forbes*, *Fox News*, *NBC*, *ABC*, *CBS*, *WIND*, *WBEZ*, *Chicago Jewish News*, *JUF News*, *Jewish Action Magazine*, *the Skokie Review*, *Skokie Patch* and *Small Biz America*, among others
- Daily / weekly blogs: <http://shalomklein.com/blog/>

EDUCATION

- Military Police Basic Officer Leader Course, United States Army, Fort Leonard Wood, MO - 2020
- Officer Candidate School, United States Army, Fort Benning, GA - 2019
- Candidate for Doctor of Education (Ed.D) in Leadership, American College of Education, Indianapolis, IN — 2015-2021 (expected)
- Master of Arts in Nonprofit Management, Spertus Institute, Chicago, Illinois - 2012-2014
- Certificate in Jewish Leadership, Northwestern University, Chicago, Illinois - 2011-2012

VOLUNTEER AND COMMUNITY INVOLVEMENT

- Chairman, Economic Development Commission – Village of Skokie
 - Government Affairs Committee – Jewish United Fund / Jewish Federation
 - Board of Directors – Skokie Caucus Party
 - Assistant Director of Business Outreach – Employer Support for the Guard and Reserve (ESGR)
 - Volunteer – Honor Flight Chicago
 - Policy Committee – Small Business Advocacy Council (SBAC)
 - Past Chairman of the Board of Directors – Keshet
 - Founder and Steering Committee Member - Dempster Street Merchants Association
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