

BEV HUTNEY, MBA

CEO, COO

"Steering Change to Drive Success"

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Experienced executive and board director who stabilizes critical business transitions, shepherds change, while preserving the bottom line. Establishes governance and financial discipline, jumpstarts strategy, and empowers employees without sacrificing the clarity of the vision or vibrancy of the culture. Expert in using EOS and related managerial frameworks to optimize organizational energy while building growth-oriented teams and operations. Battled tested, highly collaborative, and always calm.

Key Skills & Qualifications

Strategic Planning & Execution
Operational Management
Investor & Board Communication

Team Development
EOS
Decision-Making

Change Management
Collaboration & Culture
Curiosity and a Love of Learning

Relevant Experience

- **Led a 100-person family firm from \$13.6M to \$27M in five years through all-organic growth**, preserving the culture and transitioning to a 3rd generation of leaders.
- **Transformed numbers into narratives** that inspired action and improved decision-making, driving more than \$15M in new product revenue and efficiencies and propelling the company to the #1 vendor in its space.
- **Directed an Entrepreneur Operation System (EOS) implementation**, supporting 99% growth over five years.
- **Installed management systems** to achieve top job satisfaction scores from 88% of employees and retention of >90%; recognized for "great leadership" by 95% of staff.
- **Facilitated 25+ strategic planning sessions** for diverse businesses and nonprofits, generating \$50M+ in revenue.
- **Built a 12-person high-performance leadership team** with 100% retention of desired leaders over 10 years.
- **Certified corporate director** overseeing three successful acquisitions, two divestitures, three startups, and three leadership transitions in executive roles on three boards.

Executive Leadership Experience

TRANSITION LEADERSHIP, LLC

Dallas, TX: 2024-Present

Providing strategic leadership to businesses and nonprofits seeking to stabilize, scale up, innovate, diversify, or transition.

- **Covenant Case Management Services**, Albemarle, NC
Launched an EOS implementation and advised on a pending CEO transition
- **Texas Parks and Wildlife Foundation**, Dallas, TX
Provided a strategic audit of Planned Giving services
- **North Texas Food Bank**, Dallas, TX
Developed an online planned giving training module for 400 partner food banks
- **Equest**, Dallas, TX
Provided strategic advice and materials for a planned giving program launch

EMORY INDUSTRIAL SERVICES

Des Moines, IA: 2022-2023

A dry ice manufacturing and industrial cleaning startup

CHIEF EXECUTIVE OFFICER (interim), EXECUTIVE CONSULTANT

- Designed a board-approved turnaround plan and drove revenue from \$18M to \$30M. By 2023, moved from Interim CEO to consultant, managing market research and creating investor materials for \$10M in capital fundraising.

THE STELTER COMPANY

Des Moines, IA: 1999-2023

A direct response marketing agency exclusively serving nonprofits

CHIEF EXECUTIVE OFFICER, BOARD MEMBER	2019-2022
CHIEF OPERATING OFFICER, BOARD MEMBER	2013-2019
DIRECTOR OF INNOVATION & RESEARCH	2009-2013
CREATIVE DIRECTOR & EDITORIAL DIRECTOR	1999-2009

Brought vision and drove strategic execution within a 100-employee, family-owned firm specializing in planned giving fundraising. From 2013 forward, was responsible for overall company performance and transitioning to a 3rd generation of family ownership. Professionalized operations and fueled 99% growth over five years while preserving the cultural legacy.

Strategic planning and execution

- Transformed a 100-person professional services firm with an in-house printing/mail processing operation, generating more than \$1B in trust and estate donations annually for leading nonprofits, such as **Feeding America, Mayo Clinic, Memorial Sloan Kettering Cancer Center, Northwestern University, and the Smithsonian Institution.**
- Developed a five-year strategic plan that profitably doubled company revenue from \$13.6M to \$27M in five years (2017-2022). Growth was organic and realized with \$200,000 in capital investment.
- Realigned the company structure and rewrote 40% of employee job descriptions to facilitate the strategy. Retained 100% of affected employees for the next 18 months and achieved 99% revenue growth within five years.
- Facilitated 25+ strategic planning sessions for diverse businesses and nonprofits, generating \$50M+ in revenue.

Operations

- Introduced activity-based accounting and enhanced financial communication to decision-makers, resulting in an overall profitability improvement of 15%.
- Directed an Entrepreneur Operation System (EOS) implementation, supporting 99% revenue growth over five years.
- Championed an IT infrastructure modernization, culminating in an entirely cloud-based infrastructure and SOC 1 cybersecurity environment.
- Delivered 11 enterprise software implementations: CRM (2), Content Management (2), Project Management, Email Marketing (2), Configure/Price/Quote, Accounting, Productivity, Phone and Video Conferencing.
- Originated a project-planning toolkit, successfully completing more than 75 major change projects over eight years.

Team and culture development

- Award-winning interim leader for a national magazine with 1.2 million subscribers, stabilizing operations and staff.
- Built a 12-person high-performance leadership team with 100% retention of desired leaders over 10 years.
- Obtained top job satisfaction scores from 88% of employees and retention of >90%; recognized for “great leadership” by 95% of employees.
- Orchestrated over 30 all-employee sales and developmental conferences and eight annual executive leadership retreats, which were key factors in staff retention.
- Coached 25+ employees to achieve career-accelerating job promotions.

Product development

- Spearheaded the implementation of the nonprofit industry’s first CaaS (Content as a Service) digital platform, which led to 20% YoY company revenue growth for a decade, scaling from zero to 1,500 accounts, reaching 12M+ consumers annually. Managed vendor selection and negotiations, pricing strategy, implementation, and go-to-market approach.
- Initiated and oversaw four consumer research projects, capturing insights driving more than \$6M in new product

revenue within four years, redefining fundraising approaches nationwide.

- Directed vendor selection and negotiations, product design, technical implementation, pricing, and go-to-market strategy for the successful launches of five major consumer products, including:
 - The nonprofit industry's first CaaS (content as a service) digital platform serving 1,500 nonprofits nationwide, growing revenue from \$0 to \$6M in nine years at 80% gross profit
 - A content library and gift calculation app used by 100,000+ consumers annually
 - An online consumer survey platform generating \$1M in annual revenue within three years
 - Data analysis platform used by 1,500 nonprofits to uncover hundreds of thousands of high-net-worth donors.

Previous Experience

Meredith Corporation – Managing Editor, *Country Home* Magazine; Communications Associate, Corporate PR Dept.

The University of Iowa, Tippie College of Business – Adjunct Lecturer, Strategic Management of Change, 2018-2023

Education

Master of Business Administration (MBA), The University of Iowa, Tippie College of Business

Bachelor of Arts (BA) in Journalism & Communication, Iowa State University, Ames, Iowa

Corporate Board Experience

Member – The National Association of Corporate Directors (NACD), 2022 - present

Board Directorship Certification – The National Association of Corporate Directors (NACD)

Chairperson, Board of Directors –Library Binding Service, Inc., a \$20M manufacturing firm, 2018 - present

Vice-Chair, Board of Directors – Emory Industrial Services, a \$20M startup, 2019 - 2022

Board of Directors – The Stelter Company, a family-held business, 2013 - 2022