

BIO: Jeff Anderle

Founder, Sustainable Rhythm

In May 2009, Jeff Anderle founded the consulting organization, Sustainable Rhythm. With nearly 20 years in the Architecture/Engineering/Construction Industry, Jeff has worked within the Commercial, Office, Residential, Senior Living and green-space markets. This experience has led to a depth of knowledge in business development and strategic market planning. Beyond a communications firm, Sustainable Rhythm is focused on opportunity development. Jeff's demonstrated success in strategic planning, project management and market analysis enable him to apply broad experience to assist organizations in entering new markets and solidifying current market position. An engaging style combined with an "enable success" approach and disciplined focus on progress have yielded a career of loyal teams, engaged ownership/boards and inspired colleagues. Leveraging market perspective and innovation, Sustainable Rhythm applies excellence and collaborative leadership for the organizations within which we work.

Member:

- US Green Building Council
 - Northeast Ohio Chapter GBC
 - Entrepreneurs for Sustainability
 - Society for Marketing Professional Services
 - Cleveland Engineering Society
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Supporting Roles:

- Committee Chair, High Performance Building Action Circle, Northeast Ohio Chapter GBC
 - Committee Member, CES Design and Construction Conference
 - Contributing Expert on COSE Mindspring Blog – Marketing Planning and Greening your Business
 - Committee Member, Sustainable Cleveland 2019 – Green Building Group and Clean Water Group
 - Contributor on the following international environmental listservs: Earth Negotiations Bulletin, Energy L, Sustainable Development Announcement List, Water-L and the Weekly Journal Review
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Education:

Kent State University, Bachelor of Arts in Arts Administration, 1998

Previous Experience:

DIRECTOR OF MARKETING: KA ARCHITECTURE (Cleveland, OH)...10/2006 – 4/2009

ka is a nationally recognized architecture firm in the retail, residential and commercial market.

- Director of all marketing and communications initiatives including management of \$1,000,000 annual budget as well as direct and indirect staff direction and training.
- Devised and implemented a new communications strategy to support organizational growth including web presence, outreach, and media and press relations as well as the design and development of collateral.
- Created new culture of information sharing within practice through dissemination strategies.
- Developed new target markets, strategy and performance benchmarks for measurement and evaluation.

DIRECTOR OF DEVELOPMENT & MARKETING: PARKWORKS (Cleveland, OH).....06/2005 – 10/2006

ParkWorks is a non-profit that focuses on the revitalization of Cleveland and offering a wide range of initiatives aimed at creating a more sustainable, welcoming city through quality of life amenities.

- Conceived and implemented new development strategies for growth of the organization and identification of new programming areas and funding sources.
- Devised and implemented a new communications strategy to support growth of organization and its broadening of programming this included web presence, outreach, and media and press relations as well as the design and development of collateral such as brochures, and direct mail pieces.
- Implemented marketing survey and focus group study to explore perception of organization within civic sector, corporate community, project partners and foundations.

DIRECTOR OF CLIENT SERVICES: DORSKY HODGSON + PARTNERS (Beachwood, OH).....01/2004 – 6/2005

Based in Cleveland with offices in Washington D.C. and Fort Lauderdale, Florida, Dorsky Hodgson + Partners provides architecture, planning, interior design, and environmental graphics.

- Conceived and implemented new business-development strategies for growth including the evaluation of new technologies, and the use of marketplace momentum to position the company for maximum response to increased demand. Collaborative leadership enabled my team to devise new processes for expansion of sales channels, lead qualification, and opportunity prioritizing and success tracking/evaluation.
- Devised and implemented new communications strategies to support market expansion, including client stewardship programs, web presence, trade association and trade show visibility, sponsorships, advertising, outreach, and media and press relations as well as the design and development of collateral.



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- Established firm's premiere employee communications program, including corporate-wide quarterly newsletters and intranet communication vehicles to support the firm's trend and competitive research, IDPs, collaborative proposal management, and staff activity reporting.

MARKETING MANAGER/FIRM ASSOCIATE: THE ENVIRONMENTS GROUP (Chicago, IL).....1992–2000 & 2001–2004

Ranked among the top 10 national companies in the office design market, The Environments Group provides interior architecture and design services to Fortune 500 companies and professional services firms.

- Developed innovative and collaborative strategies for business development and implementation to establish a corporate-wide proposal success rate of 40-45% annually (10% higher than industry average).
- Directed marketing team activities including business development, marketing, marketing communications/media relations, and graphic design.
- Inaugurated, designed and managed marketing vehicles to support business development, including briefs, white papers, mailings, competition submittals, and website presence (www.envgroup.com).
- Initiated and managed the development of the first annual report for the firm; originated process to analyze firm's marketplace performance through quarterly report metrics.
- Spearheaded relationship development and visibility within trade, local and national media for the firm's portfolio, resulting in two to three stories and forums annually on the firm's projects in multiple national industry publications and trade conferences, as well as featured visibility in magazines and newspapers both locally and nationally including THE WALL STREET JOURNAL, CHICAGO TRIBUNE, and CRAIN'S CHICAGO.

FOUNDER/CEO: RHYTHM MARKETING CONSULTANTS (Chicago, IL).....2000 – 2001

Founded a marketing consulting practice for technology and non-profit endeavors.

- Developed market-expansion strategy for a technology company targeting 50% growth within two years.
- Implemented multi-stakeholder perception study for Aspire, a not-for profit agency providing care for individuals with developmental disabilities, resulting in the successful foundation for case study funding.
- Provided market planning, brand development, and grant writing for an NPO theatre organization resulting in an approximate 20% increase to their operating budget – within six months of submission.



References

John Tepfenhart
Director of Corporate Business Development
ka
216.781.2233 direct
jtepfenh@kainc.com

Gina A. Berndt
Principal
Perkins and Will
Chicago Illinois 60601
312.821.8201
gina.berndt@perkinswill.com

Frederick J. Schmidt
Principal
Perkins and Will
Chicago Illinois 60601
312.644.5080
fred.schmidt@perkinswill.com

Thomas M. Milanich, NCARB, MBA, CSI, LEED*AP
Chief Operations Officer
ka
216.781.2608 direct
tmilanich@kainc.com

