

# JEFF KLAAS

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## PROFESSIONAL SUMMARY

- Passionate, energetic, and experienced C suite officer and Board of Directors member focused on nonprofits and social impact
- Business minded, purpose driven with proven track record of superior impact in large non-profits within broad program reach
- Operational P&L experience from \$1B+ and 5,000+ employees through VC backed start-up organizations, including 2 IPO's
- Extensive scalable non-profit growth skills in development, operations, strategy and advocacy from launch to full P&L maturity
- Award winning CEO with 20+ years of leadership roles with publicly recognized achievements in for profit & social good space
- 2022 Medal of Courage Recipient, international speaker and seasoned advocate for nonprofit funding and healthcare impact

## EXPERIENCE

**Chief Strategy & Innovation Officer**                      [Foundation Fighting Blindness](#)                      **2023-Present**  
*FFB is the largest non-profit serving the visually impaired & blind community with \$900M raised via public and private partnerships*

- Lead the revenue, development, strategy, marketing functions of the organization to ensure growth & impact to the mission
- Responsible for 70% of staff globally, \$50M annual fundraising for core programs and \$120M for social impact venture fund
- Partner with CEO and executive leadership to unite culture of philanthropy working across departments to align vision to goals
- Fuel innovation and drive revenue to grow support for all programs, social impact venture fund, and community engagement
- Develop and execute a long term strategic philanthropy plan for a strong financial foundation and economic resiliency
- Engage high-level partners with storytelling skills on accessibility, equity, and access challenges to create fundable solutions
- Collaborate with researchers, providers, and government institutions including NIH, NEI, & ARPA-H securing new funding

**Chief Digital Officer & Executive Vice President**                      [American Cancer Society](#)                      **2018 - 2022**  
*The American Cancer Society (ACS) is world's largest non-profit health organization dedicated to eliminating cancer.*

- \$700M annual revenue delivered through multiple revenue streams focused on education, service line delivery, and research
- Responsible for 350 staff and \$120M annual fundraising for core programs across community, major gifts, and corporate
- Implemented set of software architecture and innovation initiatives deploying best in class technology in CRM, sales enablement, chat, and AI driven industry SaaS solutions to engage new audience and increase mission impact outcomes
- Work directly & across senior leadership, C-level stakeholders, as part of multi-year roadmap for enterprise revenue goals
- Lead, set, measure, and expand growth KPI's with partner alliances to execute enterprise goals on outcomes & annual impact
- Key leader and enterprise spokesperson for digital transformation initiatives among peer groups and legislative partners

**Vice President - Healthcare**                      [Blackbaud](#)                      **2017 - 2018**  
*Blackbaud is a leading cloud SaaS company using business intelligence to power social impact in higher education and non-profits*

- Delivered \$70M in annual recurring revenue "ARR" leading a national & international remote team of 70+ team members
- Responsible for quarterly and annual forecasting guidance, customer retention metrics, and revenue cycle management
- Strategic leader within the organization responsible for solutions engineering, business & channel development operations
- 2017 2018 incremental licensing, SaaS, and cloud analytics solutions averaging 25% quarter over quarter growth
- Guide the organization growth plan for strategic partner and channels with emphasis on SaaS and professional services
- Primary market partner responsibilities within Public Sector: Higher Education, K-12 segment in Enterprise, Mid-Market, SMB
- Acquire & grow market share in key education market segments from key competitors including: Salesforce, Oracle, Microsoft

**Senior Vice President, Americas**                      [Christie](#)                      **2013 - 2016**  
*Christie is a SaaS company enabling customers to securely share and interact with content via live, broadcast, and cloud experiences*

- Head the organization's largest geographic business, with offices in 6 countries, 7 underlying business units, 175 employees
- Manage the ARR of \$250M operations, marketing, business development and strategic activities of the region's organization
- Head executive interface to major enterprise customer relationships, strategic partners and licensing channel partners
- Key global customer deployment responsibility for US based multinational accounts with broad international footprint
- Responsible for innovation with long term execution of 2-5 year strategic plan for revenue, profitability, SG&A containment

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### Chief Revenue Officer & Senior Vice President

[Xperi, Inc. \(Formerly SRS\)](#)

2008-2012

*Xperi licenses software and cloud tools for content delivery solutions for enterprise, entertainment and connected device markets*

- Full organizational P&L responsibility, including strategic planning and revenue alignment to long term financial goals
- Manage the worldwide day to day sales, operations, market and business development activities of the organization
- Aligned internal stakeholders, key product groups, cross functional partners, and executive leadership on product portfolio redesign resulting in 3 year strategic growth plan execution above 30% CAGR, far exceeding public competitors in market
- Company named to America's Greatest Brands and Top Performing Public Companies list during tenure
- Company successfully acquired in Q3 2012 by DTS (Nasdaq: DTSI), DTS acquired by Xperi (Nasdaq: XPER)

## BOARD OF DIRECTORS

### Board of Directors

[Enrichly Technologies](#)

2023-Present

*enrichly is a SaaS platform empowering organizations to drive member engagement and passive new revenue streams*

- Independent member of the board of directors for Enrichly Technologies, a Carmel, Indiana based e-commerce organization
- Early stage venture backed e-commerce organization focused on service delivery to the membership association community
- Appointed by the existing Board of Directors membership to the governance committee and specific strategic initiatives

### Board of Directors

[Foundant Technologies](#)

2022-2025

*Foundant is a SaaS AI assistive platform focused on foundations, non-profits, government and related grants management ecosystems*

- Independent member of the board of directors for Foundant Technologies, a Bozeman, Montana based SaaS organization
- Private equity owned \$25M ARR SaaS organization with CAGR of 20%+ by mid-market firm L Squared Capital
- Committee member under the governance audit & risk and mergers & acquisitions serving in advisory and strategic capacities
- Partner with CEO and executive leadership on new market development and international expansion execution

## ACADEMIC

### Professor

[University of California San Diego](#)

2017-Present

*The University of California San Diego is a public research university in San Diego, California ranked #14 in Best Global Universities*

- Professor in the Rady School of Management, program for minor in Innovation & Entrepreneurship with social good focus
- Focus area on entrepreneurship, deployment of technology used to create scalable growth with scalable community impact
- Through public private partnership we develop, attract, and retain impactful CEO guest lecture series engagement with US based for profit, non-profit, government and leaders from around the country focused on creating social good at scale

## EDUCATION

University of Southern California, *B.S. Business Administration*

University of Southern California, *Marshall School of Business Executive Business Certification Program*

Language Skills: English, Spanish, limited Portuguese & French

## RECOGNITION

2022 Medal of Courage Recipient

*Entrepreneur Magazine*, HOT 100 Fastest Growing Companies in America

Nominee - *TWICE Magazine*, "40 under 40" (*Top 40 Executives in US under 40 years old*)

Harvard University - *Managing Human Capital 2011*, Executive Contributor

IRONMAN World Championships, Finisher 2005

Published Author, *Surfing California 2005* Globe Pequot Press

CEO of the Year Finalist, *Entrepreneur & Innovator of the Year* Finalist 1998 South Florida