

Examples of Lee Crumbaugh's Project Management Experience

Continental Illinois National Bank, Chicago

- Re-built and led marketing communications team a part of bank turn-around/cultural change/quality focus initiative. Produced annual report at significantly lower cost, initiated supporting bank marketing communications programs coordinated with bank external marketing activities.

CM Services, Inc., Glen Ellyn, IL

- Annually led American Fence Association strategic planning, budgeting and annual project planning activities. Produced actionable strategic plan, budget tied to plan, and Microsoft Project plan with 1,200 – 1,400 project steps and planned time for a dozen staff members.
- Worked with marketing chair and advertising agency to develop and implement program to brand American Fence Association contractor members through national radio, print and cable advertising and public relations activities.

United Way of Suburban Chicago, Oak Brook, IL

- Worked with key volunteers, recruited advertising agency in a process that led to effective fundraising marketing program that significantly increased fundraising results. Developed and applied effective campaign themes, placed using outdoor boards, cable television and print advertising; television spot won national recognition.
- Reorganized 40-person staff with President and Board to focus organization on brand strategy and introduced team management and outcomes.

DuPage Area Association of Business & Industry, Glen Ellyn, IL

- Co-founded and led development and growth of area entrepreneurship and economic development organization. Recruited 100 member companies, board and officers. Plan and implemented conferences, awards programs and seminars.

LFC Publishing, Inc., Glen Ellyn, IL

- Organized business, raised \$750,000 and developed, launched and published *DuPage Magazine*.

Forrest Consulting, Glen Ellyn, IL

- Facilitated strategic planning initiative for College of DuPage Business and Professional Institute that led to reorganization and more effective staffing and performance.
- Other planning clients: American Academy of Pediatrics, American Lung Association, Family Shelter Service, Parents Alliance Employment Project, United Way of Illinois, United Way of Lombard-Villa Park-Oak Brook Terrace, United Way of Skokie Valley, Village of Glen Ellyn.

Volunteer Organizations

- Managed John Anderson Presidential Campaign in congressional district and elected representatives to Republican National Convention.
- Chaired Blue Ribbon Committee that analyzed enrollment trends and school facilities needs and presented to District 41 School Board options for maintaining quality education and addressing enrollment growth within budget constraints.