



Jeff Searcy

Jeff is a husband, dad, visionary, entrepreneur, strategist, motivator, educator, coach, mic jock, writer, communicator, and average golfer. His passion, energy, and enthusiasm are never ending. If you ask him what he enjoys the most, he would tell you that it's the strategy, connecting the dots, and unlocking the potential in people, businesses and organizations. "Unlock the potential... and you can change the world."

When he became a public school educator in 2014, Jeff brought with him over 25 years of hands-on executive, management, and organizational development experience and had essentially been training organizations and businesses, their leaders, professionals, and teams of all kinds, for the better part of two decades. He knows how to build relationships and brands,

increase market share, sell tangible and intangible products and services, and relate to and effectively adapt a message to any audience, any size. He sees situations in multiple layers and from multiple perspectives...all tactically and strategically...and always looking for multiple bottom lines and multiple wins. As a result, he developed the C3™ Process. Information about C3™ can be found at www.jeffsearcy.net. At the end of the day, however, he'll be the first to tell you that it's not about him. He has a passion for speaking to and coaching others and lifting them up.

He is also an independent consultant, strategist, and tactician specializing in non-profit and for-profit organizational and business solutions, development, and collaborations. He has had the opportunity to work with local, regional and national organizations and businesses across the country.

Jeff was a part of the original group of founders and an Executive Vice President of the Wounded Warrior Project®, an organization dedicated to honoring and empowering our country's wounded warriors. Prior to his departure from WWP in 2009, he had the privilege and honor to be the organization's first Executive Vice President of Resource Development where he led the development and implementation of all of WWP's fundraising and marketing endeavors as well as its national educational and career advancement programs as Executive VP of Education, Employment, and Empowerment.

Before joining the WWP team, he spent 12 years in executive leadership as owner of The Identity Specialists, a promotional apparel and merchandise, brand consulting, strategic marketing, and business development company and as Director of Administration with EH Sellars, Inc. in Marietta, GA.

Georgia born and raised, a Cobb County native, now residing in Marietta, GA, Jeff is a United States Marine, no longer on active duty, and holds a Bachelor of Science Degree in Political Science and a Master's Degree in Public Administration, both from Kennesaw St. Univ. in Kennesaw, GA. He is a blessed husband and proud father of two sons.

www.Jeffsearcy.net / [linkedin.com/in/jeffsearcy](https://www.linkedin.com/in/jeffsearcy) / twitter.com/jeffsearcy