



JEFF SEARCY

Jeff Searcy is a strategic consultant, organizational advisor, executive, educator, trainer, entrepreneur, and U.S. Marine Corps veteran with more than 30 years of experience across the business, nonprofit, education, military, and public sectors. He helps leaders assess complex challenges, clarify strategic priorities, develop organizational capabilities, and convert ideas into practical, sustainable solutions.

His expertise includes organizational effectiveness, strategic planning, leadership and staff development, revenue growth, fundraising, brand strategy, stakeholder engagement, partnership development, program design, and change implementation. Jeff created C3™ and The Inflection Identification Model, organizational tool and assessment methodology designed to evaluate capabilities, identify performance gaps, and develop solutions aligned with an organization's mission, culture, environment, and resources.

As a member of the original founding group and an Executive Vice President of Wounded Warrior Project, Jeff led national resource development, fundraising, marketing, education, employment, and empowerment initiatives. His broader career includes executive leadership, business ownership, consulting, industrial sales, secondary and advanced-placement education, athletic administration, coaching, public speaking, broadcasting, and military technical instruction.

Jeff holds a Master of Public Administration and a Bachelor of Science in Political Science from Kennesaw State University, as well as a Certificate in Fundraising Management. He is known for seeing organizations from multiple perspectives, connecting strategy to execution, developing people, and creating outcomes that deliver value to multiple stakeholders.

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Jeff Searcy

Strategic Consultant | Organizational Effectiveness Advisor | Leadership & Workforce Development

Executive Profile

Strategic consultant, executive leader, organizational trainer, educator, entrepreneur, and U.S. Marine Corps veteran with 30+ years of experience across corporate, nonprofit, education, military, and public-sector environments. Proven ability to assess organizational capabilities, define strategic priorities, develop leaders and teams, create revenue and partnership strategies, and implement practical solutions that improve organizational performance.

Experience includes executive leadership, organizational development, strategic planning, workforce development, fundraising, brand strategy, business development, program design, stakeholder engagement, sales, staff training, and change implementation. Skilled at translating complex issues into clear recommendations, aligning diverse stakeholders, and connecting strategy with disciplined execution.

Areas of Expertise

- Facilitation, Coaching, and Public Speaking
- Strategic Planning and Execution
- Management and Organizational Consulting
- Organizational Assessment and Effectiveness
- Leadership Development and Executive Advising
- Staff Development and Professional Training
- Change Management and Performance Improvement
- Business and Nonprofit Strategy
- Workforce and Career Development
- Revenue Growth and Resource Development
- Fundraising, Sponsorships, and Donor Engagement
- Business Development and Consultative Sales
- Brand Strategy and Marketing Communications
- Strategic Partnerships and Alliances
- Stakeholder and Relationship Management
- Program Design, Launch, and Evaluation
- Curriculum and Instructional Design
- Cross-Functional Team Leadership

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Selected Career Impact

- Created C3™ and The Inflection Identification Model™, organizational assessment tool and methodology for evaluating capabilities, identifying performance gaps, and developing strategies aligned with organizational culture, mission, resources, and operating conditions.
- Created, developed, or led fundraising and sponsorship initiatives that generated more than \$200 million for local, regional, and national organizations.
- Helped launch and develop regional and national nonprofit organizations, including organizational structures, operating systems, compliance processes, programs, scorecards, and growth strategies.
- Started and built two businesses and advised for-profit and nonprofit clients on strategy, organizational development, branding, partnerships, revenue generation, and implementation.
- Led national education, employment, and empowerment programs serving wounded and severely injured military veterans.
- Developed training and curriculum addressing leadership, recruiting, hiring, performance management, customer and donor retention, sales, team development, and organizational effectiveness.
- Built strategic business-to-business and cross-sector relationships supporting revenue growth, program sustainability, market visibility, and stakeholder value.
- Designed and delivered instruction in executive, professional, secondary education, athletic, and U.S. Marine Corps environments.

Professional Experience

Director of Athletics

Johnson Ferry Christian Academy | Marietta, GA | 2025–Present

- Provide strategic and operational leadership for K–12 athletic programs, with primary responsibility for middle school and high school competitive, club, junior varsity, and varsity athletics.
- Align athletic strategy, programming, policies, and stakeholder engagement with the school's mission, vision, values, and educational philosophy.
- Manage program development, staff coordination, constituent relationships, and day-to-day athletic department operations.
- Mentor and develop the Assistant Athletic Director, coaches, and program leaders.
- Promote an environment focused on student development, character, accountability, performance, and community.

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Independent Organizational and Business Consultant

St. Augustine, FL and Marietta, GA | 2009–Present

- Advise businesses, nonprofit organizations, executives, and teams on organizational strategy, leadership, revenue growth, marketing, partnerships, and operational effectiveness.
- Conduct organizational assessments and translate findings into practical strategies, systems, scorecards, training programs, and implementation plans.
- Created C3™, a structured approach to assessing organizational capability, culture, mission alignment, environmental conditions, and readiness for growth.
- Design and facilitate staff development in strategic planning, sales, time management, team building, customer and donor retention, performance management, and systems implementation.
- Develop integrated business development, fundraising, brand, marketing, and stakeholder engagement strategies.
- Facilitate collaborations among corporate, nonprofit, public-sector, and community stakeholders.
- Coach executives and professionals on strategic decision-making, communication, leadership effectiveness, and execution accountability.

Educator, Athletic Coordinator, and Head Coach

Campbell High School, Cobb County School District | Smyrna, GA | 2014–2025

- Designed and delivered standards-based instruction in AP and Honors Economics, Government, U.S. and World History, IB Comparative Government, American and British Literature, and Journalism.
- Translated complex economic, governmental, historical, and organizational concepts into accessible, practical learning experiences.
- Developed curriculum, lesson plans, assessments, performance rubrics, digital resources, and differentiated instructional strategies.
- Served as Athletic Coordinator from 2017 to 2019, supporting communication, scheduling, program coordination, and athletic operations.
- Led the varsity baseball program from 2017 to 2022, culminating in the 2021 Region 2-7A Championship.
- Coached varsity volleyball in 2016 and mentored student-athletes in leadership, discipline, teamwork, resilience, and performance.

Director of Resource Development

Open Door Mission | Houston, TX | 2012–2013

- Directed resource development activities for a faith- and evidence-based recovery and rehabilitation organization serving homeless, disabled, and severely addicted men.
- Supported fundraising, donor engagement, external communications, partnerships, and organizational sustainability.
- Strengthened relationships with community stakeholders and prospective funding partners.

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Account Manager, Industrial Sales and Systems Engineer

Air Centers of Florida | Tampa, FL | 2011–2012

- Managed business-to-business accounts and sold compressed-air systems, industrial tools, hoists, and related technical solutions.
- Assessed customer requirements and recommended systems based on operational needs, performance objectives, and business value.
- Developed customer relationships, managed sales opportunities, and supported account retention.

Executive Vice President, Education and Career Advancement

Executive Vice President, Resource Development

Wounded Warrior Project | Jacksonville, FL | 2005–2009

- Served as a member of the organization's original founding group and its first Executive Vice President of Resource Development.
- Led national fundraising, sponsorship, marketing, brand development, media, and stakeholder engagement strategies.
- Helped develop Wounded Warrior Project into one of the country's most recognized veterans service organizations and brands.
- Built corporate, donor, nonprofit, government, and community relationships supporting national growth and program sustainability.
- Directed national education, employment, and empowerment programs, including Warriors to Work, Transition Training Academy, and TRACK.
- Served as National Director of TRACK, a college and career access program created for severely injured veterans.
- Managed national media and advertising initiatives involving local, regional, and national television and radio.
- Created organizational systems, programs, communications, and partnership strategies supporting rapid growth and expanded service delivery.

Owner

Identity Specialists | Acworth, GA | 2004–2005

- Founded and managed a promotional products, apparel, brand consulting, strategic marketing, and business development company.
- Developed brand, merchandise, marketing, and promotional solutions for business and organizational clients.
- Managed sales, client relationships, vendor coordination, service delivery, and business administration.

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Director of Administration

E.H. Sellars, Inc., Goodyear Tire and Automotive Service Centers | Marietta, GA | 1994–2004

- Provided administrative and organizational leadership for automotive service center operations.
- Supported business systems, personnel practices, customer service, performance management, and operational coordination.
- Developed training related to recruiting, hiring, performance appraisals, and customer retention.
- Contributed to business development, organizational improvement, and relationship management initiatives.

Electro-Optical Ordnance Repair Instructor

United States Marine Corps | Albany, GA | 1990–1994

- Developed curriculum and delivered formal technical instruction in electronic theory, troubleshooting, diagnostics, and component-level repair.
- Instructed Marines on tactical and test equipment, including electro-optical and weapons-related systems.
- Performed responsibilities associated with a staff sergeant-level billet while holding the rank of lance corporal.
- Earned an Honorable Discharge and held a Secret security clearance.

Education

Master of Public Administration

Kennesaw State University | Kennesaw, GA | 2004

Bachelor of Science in Political Science

Kennesaw State University | Kennesaw, GA | 1999

Certificate in Fundraising Management

Indiana University–Purdue University Indianapolis | Indianapolis, IN

Certifications and Professional Development

- Georgia Educator Certification
- Gifted Education Certification
- AP Microeconomics and Macroeconomics
- GACE Economics I and II
- GACE Political Science I and II
- GACE History I and II
- Certified Instructor Course, U.S. Marine Corps Formal School

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Speaking, Training, and Communications

- Keynote speaker, facilitator, trainer, presenter, emcee, coach, and podcast host
- Developer of executive, staff, professional, student, and military training programs
- Writer and producer of internet and traditional radio programming
- Author of speeches, grants, strategic plans, publications, marketing collateral, and organizational communications
- Monthly contributor to *Power Source Magazine*, 2010–2013, with more than 30 published articles

Board and Community Leadership

- Board Member, Presnell Foundation | 2009–2011
- District 2 Representative, St. Johns County Sports Advisory Council | 2011
- Youth and high school sports coach and mentor | 20+ years

Military Recognition

- National Defense Service Medal
- Meritorious Unit Commendation
- Two Letters of Commendation
- Expert Rifle Qualification
- Five Presidential Physical Fitness Awards
- Honorable Discharge

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