**Steve Hasbrook, Executive MBA**

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**BACKGROUND SUMMARY**

**Senior Manager** accomplished in identifying and developing opportunity within corporate and nonprofit organizations as an “intrapreneur”. Expertise in strategy development, program implementation, innovation and team building. Strong communication and marketing skills to support new program implementation and major change initiatives including brand development. Recognized for ability to think creatively and develop relationships with sr. leadership as well as line staff to implement best practices in alignment with business objectives. Demonstrated skills in:

* Strategy Development
* Brand Development and Refresh
* Cross-functional Team Collaboration
* Change Management
* Marketing Communications
* Ecommerce and Collaboration
* Foundation program management
* New Program Development and Implementation

**PROFESSIONAL EXPERIENCE**

**KERN FAMILY FOUNDATION Sept. 2013 to Present**

Family Foundation with nearly $1B in assets focused on creating systemic change in primary and secondary education, undergraduate engineering education and pastoral leadership.

**Program Director – Entrepreneurial Engineering Program**

Responsible for the development and implementation of the entrepreneurial engineering program strategy to transform undergraduate engineering education in the US with a focus on the entrepreneurial mindset

* Led newly formed program team through strategic planning, brand refresh, and prospecting efforts
* Increased year-over-year program investment 338% to $7.7M vs. $1.8M
* Revitalized a national network of university engineering programs by removing underperforming schools and adding strategically aligned, high performing institutions including the #1 undergraduate program in the US.
* Increased student reach of program 48% to >23K and faculty by 38% to >1200

**BRADY CORPORATION,** Milwaukee, WI **1986 to Aug. 2013**

A $1.3 Billion international manufacturer and marketer of complete solutions that identify and protect premises, products and people with products that help customers increase safety, security, productivity and performance

**Director of Sustainability** 2010 to 2013

Responsible for developing a comprehensive, global strategy to drive improvements in environmental stewardship, sustainable new product development and marketing, and employee and community development / engagement.

* Developed the company’s first [Sustainability Policy](http://www.bradycorp.com/sustainability) signed / endorsed by CEO in 2011 to confirm and communicate the company’s commitment to sustainability
* Worked with executive team to add Sustainability as one of seven Company Values (“Protect Our Future”) to convey importance to employees in 2011
* Developed “Protect Our Future” brand strategy: Sustainable Company, Customers, and Communities
* Published the inaugural [Sustainability Report](http://sustainabilityreport.bradycorp.com/2011_Sustainability_Report/index.html) (GRI Level C) in 2012 to meet customer/investor requirements for transparency and communication
* Recruited the company’s top executives in HR, Operations and R&D to chair cross-functional councils to implement strategy and drive improvements globally following creation of comprehensive governance policies and procedures.
* Teamed with R&D to integrate Design-for-Environment principles with New Product Development Process to drive environmental, performance and cost improvements
* Created the “sustainable communities” program which increased overall giving to 1% of pre-tax income, expanded grant process to Europe and Asia, added Gift-in-Kind, Matching Gifts, Dollars-for-Doers and Employee Volunteer programs
* Worked with operations team to calculate the organization’s overall carbon footprint; then put programs in place to realize year-on-year improvements in greenhouse gas emissions from 2010 to 2011 (-10%) and energy consumption (-3%/-2%) and overall waste (-5%/-14%) for both 2011 and 2012 vs. previous year.

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**Director eBusiness: Collaboration and Solution Development** 2002 to 2010

Responsible for global Collaboration strategy, platforms and development teams ($4M budget)

* Developed and implemented collaboration strategy which moved company off of a “client-server” model to a web-based “cloud” infrastructure resulting in decreased costs (~80% per user), increased flexibility (instant add/delete), and improved performance (email, chat, websites, and apps included)
* Created communications strategy for company’s migration from IBM to Google for all internal collaboration.  [Google utilized our material](http://googleenterprise.blogspot.com/2010/06/brady-corp-goes-googlethe-best-in-class.html) to sell/train other enterprise prospects/customers and hosted webinars featuring our strategy and materials. Brady “Destination Google” campaign was designated “best practice”.
* Created vision and drove development of company’s first Intranet to enable internal electronic communication and collaboration globally. “InsideBrady” became synonymous with internal communication/collaboration.

**Director eCommerce** 1997 to 2002

Responsible for global eCommerce strategy, platforms and implementation

* Developed eCommerce strategy which was recognized in 2000 with the “eBusiness Manufacturer of the Year” (eMOTY) award by Virchow Krause
* Designed and deployed first website for distribution channel which processed up to $3M/month in orders Created and led team that developed and deployed Brady’s online custom product configurators which have generated ~$5M/yr in sales over past 10 years

**Manufacturing, Sales and Marketing Management** 1986 to 1997

Xymox Division, Industrial Products Division, Corporate Communications

* Managed 30-person Assembly Department of Xymox Membrane Switch Division
* Grew sales +25% for three consecutive years as Eastern Regional Sales Manager at Xymox
* Grew sales +15% over three years as Central Regional Sales Manager of IPD
* Named as company’s first “Industry Manager” for Telecom Market
* As company’s first “Internet Manager” developed the first corporate and business websites

**THE PORCUPINE FOUNDATION, INC.,** Milwaukee, WI **2001 to Present**

501c3 community foundation established to honor the memory of Shane Locke Hasbrook through funding worthy children’s organizations. <https://www.facebook.com/porcupinefoundation>

**President**

* Cultivated donor base of over 1200 and secured donations to support $500,000 in grants as of the end of calendar 2014 with an all-volunteer staff and virtually zero administrative expenses
* Established endowments with Children’s Hospital of Wisconsin and YMCA of Milwaukee with assets exceeding $150,000and $40,000respectively to support the Pediatric Intensive Care Unit, Grief Counseling and Pediatric Oncology at Children’s and camperships for economically disadvantaged children at the Y

**EDUCATION**

**BBA,** University of Wisconsin

**Executive MBA,** University of Wisconsin

**AWARDS / RECOGNITION**

Brady Corporation Presidents Value Award - 2000, 2005, 2006, 2011

eBusiness Manufacturer of the Year - 2000

YMCA Key Leader Award - 2001