

## **Brandon Beckman**

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**Founder, LIFE X12 Program** (established 2008)

**Board Member, Aztlán Foundation**

**Member, California Association of Alcohol & Drug Educators (CAADE)**

### ***Executive Qualifications***

- Senior Executive and Business Development professional successful at creating organizational blueprints that move companies closer to the vision of the Chief Executive Officer, Board of Directors, and diverse stakeholders.
- Exceptional track record for generating innovative methods of continuous improvement, outcomes-driven processes, and business evolution designs that lead to a strong footprint and meaningful impact in the marketplace.
- Successful at creating competitive edge and high visibility within specific industries and diverse business environments.
- Effective at cultivating long-term donor relationships, building high-caliber teams, and leveraging professional networks for targeted engagement and overall community buy-in.
- Solid history with proven results in for-profit and NPO business environments.
- Specialized skills in addiction treatment, mental health, housing and homeless services within the Health and Human Services area.

### ***Career Experience***

**2007–Current BCW, Inc. Los Angeles, CA – Raleigh, NC**

Specializing in start-up business planning, growth and sustainability, and establishing a competitive edge in the marketplace. Client portfolio available for discussion.

- Comprehensive strategic planning (GAPs, SWOT, Risk Management)
- Strategic marketing and communications
- Online presence (social media, ads, web development, SEO)
- Organizational culture development
- Total Quality Management (TQM)
- Professional development specialist
- Leadership Coaching (Visionarios Group)
- Human Capital Development (HCM)
- Human Resource Management (HRM)
- Successful grant-writing and funding (\$10K-2M levels)
- National conference presenter
- Clinical supervision and care management
- Contract negotiation, compliance and reporting
- Advocacy in public forums
- Policy planning with industry group leadership, government agencies, & CBO's

**2011-2017 Midnight Mission Los Angeles, CA****Director of Program Services**

Developed and managed a Division team of 25 professionals operating in two facilities and seven departments with a total operating budget of \$6.5M. Planned, executed, and controlled mid- and long-range strategic goals and objectives designed for maximum growth and sustainability of program services.

Designed and implemented innovative care models for the main site in downtown Los Angeles and the Family Living facility in the South Bay area. Coordinated strategic philanthropic goals related to the organization becoming the "Charity of Choice" in Southern California.

- Directly responsible for managing operational, financial, and legal activities specific to the Programs Division as well as direct support in other departments including Human Resources, Development, Finance and Admin, Public Affairs & Gov't Relations, and GIK
- 60% increase in client capacity and program services
- Created a leadership and professional development model for the advancement of employees, interns, and volunteers
- Designed and implemented Digital Records System (DRS) enabling paperless environments, effective communication, info-sharing, accountability, and improved time management
- Established vital industry linkages for increased visibility and new partnerships across the United States
- Instrumental in the rebranding of the organization and launching of the 100-Year Centennial
- Creator of the IdeaBuilding Professional and Development workshops which are conducted on a national level and used for leadership modeling in Health and Human Services
- Developed various grant boilerplates for fundraising efforts around Health and Wellness, Education, Workforce Development, Addiction Treatment, and Emergency Services
- Designed and implemented digital Dashboards for easy data management and analysis
- Working knowledge of Homeless Management Information System (HMIS)
- Designed the EDAR Intervention & Stabilization model for service-resistant homeless guests
- Total Quality Management, continuous improvement, and executive leadership translated into strong stakeholder buy-in, client satisfaction, and strong industry-level reputation
- 290% increase in Division revenue over 3-year cycle
- 45% increase in professional staff with 91% annual staff retention rate over 3-year cycle
- 35% client retention rate (20% over industry average for Residential Treatment)
- Lean operations yielding consistent 15% average expense savings
- Consistent 85+% annual goal-achievement rate
- Special events coordination and support for major fundraising events

***Career Experience (cont)*****2001-2007 People in Progress, Inc. Los Angeles, CA****Director of Programs**

Administration of local, state, and federal contracts. Improved service delivery of drug and alcohol treatment services and mental health care coordination within the Health & Human services system. Worked closely with the CEO and CFO in optimizing internal processes, managing operations in three sites within Service Planning Areas 2 and 4, and mobilizing resources to improve the organization's impact in diverse, economically challenged communities. Directly responsible for fund development and grant administration that translated into 30% growth in operating revenue streams. Strong HRM of a team with 30 professionals between three facilities.

- Created significant inroads to public social service agencies, county departments, and non-governmental human services organizations
- Increased ancillary services revenue by 300% over two years
- Managed and developed seven major city, county, and federal service contracts totaling \$3.4M
- Recruited, developed, and retained top-performing, professional teams
- Initiated marketing strategies that improved visibility of the organization on local, state, and federal levels
- Developed innovative strategies and best practices for services related to prevention, intervention, and treatment of alcohol and other drugs as well as mental health disorders
- Improved data-collection instruments and database functionality for optimal service integration within the organization and between contractors
- Proficient in HMIS
- Significantly improved organizational culture and staff development using engagement and empowerment management strategies
- Increased political nexus through various memberships including Westlake South Neighborhood Council, LACPC, DLANC, SFV Coalition to End Homelessness
- Managed NAP Youth Program at the downtown Los Angeles site
- Coordinated all major projects/community events hosted by the organization

***Education & Credentials***

Master of Business Administration, University of Phoenix 2007

Bachelor of Arts, Loyola Marymount University 1993

Certified Addictions Treatment Counselor (CATC)

***Publications***

Beckman, B. (2008) *Hug me, my daddy's not a drug addict*. Los Angeles: Lulu Publishers

Beckman, B. (2008) *Is There a Cure to Addiction?* BCW White Paper – The Addiction Marketplace Series

Beckman, B. (2010) *Ethics in Nonprofits: A Case Study*. BCW White Paper – Corporate Social Responsibility Series

Beckman, B. (2016) *Krav & Business Intelligence*. BCW White Paper – Think 717 Communications White Paper Stack

***Business Sites***

ImagineBCW.com (*Business Evolution Consulting*)

LIFEx12.com (*Private Counseling Practice*)