

# JOHN C. PACE JR.

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## UNIQUE ACCOMPLISHMENTS

- Devised Critical Path Plans for Procter & Gamble Company with concepts, action items, methods, milestones and deadlines that exceeded efficiency and productivity projections over an eight year period.
- Planned, organized and directed subject-matter expert requirements for the City of Cincinnati that established an annual National Medical Association conference in the city.
- Designed and directed best methods for collecting, analyzing and presenting data for a Convention Bureau economic impact study that earned an award from Cincinnati, Ohio.
- Developed community reinvestment action-plans for twenty-three companies, focusing on Key Performance Indicators to monitor and report transformation goals, objectives and milestones.
- Reorganized a department at the Martin Luther King Jr. Performing & Cultural Arts Complex that analyzed and corrected issues of effectiveness, efficiency and productivity.
- Devised Contingency Plans and trained special events staff at NFL and NBA venues to identify and consider a wide range of variable issues that may affect change management procedures and initiatives.
- Planned and directed change management initiatives at a weeklong nationally televised NCAA event that was interrupted by the 9/11 Attacks.
- Planned and directed change management initiatives when a nationally televised NCAA event was cancelled at an NFL stadium and moved to a different city, at the last minute.
- Overcame the challenges of congenital legal blindness to maximize my talents and abilities.

## PROFESSIONAL EXPERIENCE

*May 1980-March 2006    President – World-Class Events Management, Columbus/Cincinnati/Cleveland, Ohio*

- Successfully developed strategic social responsibility programs for 42 companies, including Procter & Gamble, Macy's, Fifth Third Bank, United Parcel Service, Hillshire Farm & Kahn's, Kroger Co., General Electric, Toyota and RJR Nabisco that met key performance indicators (KPI) for each program.
- Created charitable stadium advertising programs for The Ohio State University football stadium, Cincinnati Reds, Cincinnati Bengals and Cleveland Browns that generated over \$2.5 million for the disability services departments of 10 colleges and universities.
- Collaborated with Cleveland Cavaliers' past owner Gordano Gund, who is blind, and led initiative to develop an annual college basketball all-star game that generated over \$1 million for colleges and visually impaired students.
- Created charitable television sports program packages that aired on Black Entertainment Television and generated \$1.8 million for Historically Black Colleges and Universities over a six-year period.
- Successfully managed a \$3.5 million annual program and marketing budget that received an audit grade of A each year.
- Hired and managed a twenty-person staff that met project deadlines and program objectives each year.

*October 1992-September 1998    Director – Martin Luther King Jr. Performing & Cultural Arts Complex, Columbus, Ohio*

- Collaborated with board of trustees and led initiative to develop first strategic development plan.
- Built relationships with six Fortune 500 companies that resulted in multi-year contribution commitments.
- Increased individual contributions from \$75,000 to \$500,000 over a four-year period.
- Increased corporate contributions by 100% in each of the first four years.
- Reorganized "phone-a-thon" program, increased pledges by 300%.
- Developed and implemented strategic marketing plan that increased performing arts ticket sales by 200% over the first three-year period.

*October 1998-March 2006    President –Procter & Gamble Ohio Classic, Cincinnati/Cleveland, Ohio*

- Collaborated with board of trustees and led initiative to develop organization's operations plan, strategic plan and mission statement for delivery of annual weeklong football bowl game event.
- Drafted organization's general policies and procedures.
- Drafted organization's human resources policies and employee evaluation process.
- Managed organization's day-to-day administration and operations.
- Successfully planned and managed annual operating budget of \$1 million to \$1.3 million.
- Hired and managed eight staff and twelve consultants that met project deadlines and program objectives each year.
- Secured \$200,000 to \$250,000 in competitive grant support from government agencies and private foundations each year.

- Generated earned income of \$1.3 million to \$1.6 million each year from fundraising, non-traditional sponsorships and fee-for-service contracts.
- Designed and directed community outreach initiative that increased program awareness from 0% to 85% in first three-year period and engaged 500 volunteers each year.
- Directed annual financial and human resources audits that complied with Procter & Gamble's accounting and management policies each year.

*October 2010-Present      Chairperson –My Sisters' Keeper Now, Charlotte, North Carolina*

- Contracted with Licking County, Ohio Jobs & Family Services to manage employment program for youths with disabilities.
- Designed and directed college program to prevent assaults and exploitation of co-eds.
- Led initiative in collaboration with Amnesty International and University of North Carolina, Charlotte, to develop on-campus training for male students to practice unconditional respect for all women.
- Managed students' social enterprise, marketing products and services to promote respect for women.
- Designed unconditional respect for women curriculum and directed student-led initiative to build co-hort of 47 student organizations and community-based groups to facilitate the curriculum in conference settings across the country.

*October 2012-March 2018      Career Pathways Consultant –MCS-T.O.U.C.H. Dept. of Labor Program, Columbus, Ohio*

- Designed a workplace soft skills and financial literacy curriculum for formerly incarcerated individuals with disabilities to comply with U.S. Dept. of Labor Career Pathways Program guidelines.
- Facilitated job readiness classroom instruction that met Dept. of Labor job placement and retention program outcome projections each year.
- Designed and administered individual assessments to evaluate program participants' readiness for supportive or complete employment. Met Dept. of Labor compliance with an outcome of a minimum of sixty-six percent of program participants earning industry-accepted credentials and certificates each year.
- Designed and directed a transportation mentoring program that recruited and trained retired professionals to facilitate the program's mentoring initiatives while driving participants to and from their jobs.
- Delivered outcomes that exceeded Dept. of Labor compliance for reentry programs: 7 out of 100 program participants returned to prison within two years compared to the national statistic of 67 out of 100.

*Plan of Action & Milestones (POA&M) Experience*

Anhuser Busch, Inc. - New brand introduction, first year sales acquired 4% market share.  
Developed and managed community relations and marketing activities for Franklin County in Ohio.

Coors Brewing Company - Introduced brand to Midwest geo-market, developed image plan that increased acceptance rating from 30% to 62% among targeted consumers.

Brown & Williamson Tobacco Company - Developed health awareness programs with emphasis on pre-retired, high cancer-risk smokers. Served as government liaison.

RJR Nabisco - Developed/implemented a Black and Hispanic consumers' social responsibility program that increased the company's approval scores by two standard deviation.

Coca-Cola USA - Led college introduction and market penetration initiative that placed Coca-Cola beverages on nine campuses exclusively and engaged 21 student organizations in charitable programs that generated over \$300,000 in charitable contributions over a two-year period.

**EDUCATION**

Bachelor of Science, Marketing and Management, Franklin University, Columbus, Ohio

**AWARDS & RECOGNITION**

- Recognized in *Jett Magazine* for contributions in education (2004)
- Recognized by Tom Joyner for contributions to Historically Black Colleges and Universities (2003 and 2005)
- President George W. Busch *Article of Special Thanks Community Service* (2002)
- The *Dream Catcher Award* from the Cincinnati Convention & Visitors Bureau (1999)