

Allan Wayne “Buddy” Preuss

Engaging leader and innovative change agent with an innate talent for connecting with any audience, gaining buy-in and inspiring forward movement. Highly skilled in organizational management and leadership, demonstrating initiative and creativity in identifying and addressing strategic issues. Successful history of selecting, developing and retaining talent at all levels, building cohesive, goal focused teams and providing tools and training necessary for employee success. Values, mission, vision and goals oriented. Consistently displays integrity and models organizational values.

Professional Strengths

Leadership	Customer Focus	Talent Development	Program Management
Program Development	Marketing Strategy	Curriculum/Course Design	Strategic Planning
Innovation	Business Development	Training and Development	Relationship Building
Goal Focused Execution	Member/Customer Retention	Experiential Learning	Corporate Re-Branding

Professional History

SELF-EMPLOYED CONSULTANT 2018 – 2019

HERMANN SONS LIFE 1981 – 2018

President and CEO (2013 – 2018)

Responsible for the management and day-to-day operations of Hermann Sons Life, a not-for-profit membership and financial services organization with 70,000 members and \$250M in assets. Managed 50+ employees with eight direct reports including five Vice Presidents. Led the Communications and Engagement Departments. Developed and mentored leadership teams.

Corporate Re-Branding. Initiated rebranding effort for 150 year-old membership organization. Created senior task force to evaluate the need for rebranding, and collaborated with advisors on new design with impactful visual identity to include messaging and communication designs. Established parameters to ensure timely completion for stakeholder and regulatory approval. Kept Board informed and engaged in process. Expanded positive results with development of a focused service cause and annual report to stakeholders. Planned educational initiatives to convey changes to stakeholders.

Governance Modernization. Appointed and chaired a senior task force of officers and directors to identify opportunities for governance modernization within the nonprofit organization. Researched, developed and customized Board structure and other governance standards, gaining buy-in from board and regulatory agencies and educating stakeholders as to the benefits.

Member Engagement/Retention. Implemented the first-ever engagement department designed to bring greater focus to engagement innovations. Analyzed needs and developed job description for senior level Engagement Director. Selected and trained new employees. Set benchmarks and targets for successful outcomes. Conducted regular meetings needed to execute strategies to connect with other departments in engagement dialog.

Program Development, Operational Excellence. Increased focus on the value proposition of conventions. Redesigned convention committee duties to increase interdepartmental cooperation. Redesigned convention format adding educational elements including a morning *Coffee and Conversation* series, a new format of committee and officer reports designed to increase information sharing, and general assembly sessions using outside educational resources.

Employee Development. Training. Talent Management. Designed and instituted new initiatives to educate and motivate staff. Developed first mandatory appraisal system, semi-annual continuing education sessions, new hire orientation guidelines, and replaced company-wide memos with impromptu meetings.

Vice President of Marketing (2009 – 2013)

Responsible for the development, implementation and supervision of the corporate sales strategy for financial products, to include creation and submission of annual budget, continuous monitoring of sales, creation of new products and support materials, hiring and training of sales agents, communication with agents, members and prospective members through agent newsletter, newspaper articles, blogs and personal visits, and periodic meetings with regulatory officials. Directly managed 138 employees including 6 Special Regional Representatives, 130 Field Agents, a Marketing Analyst and an Administrative Assistant.

Communication Resource Development. Developed an improved agent resource manual and online portal to provide better tools to effectively serve clients. Established a timeline, conducted content research, and solicited input from sales force. Delivered product combined with a detailed educational segment.

Application Design. Designed and implemented new insurance application. Appointed a task force made up of sales, marketing, underwriting and communication staff. Spearheaded the design of an application that aligns with the sales presentation, reflects changes in insurance law and mirrors future online tools. Developed special training sessions insuring agents would use the new tool properly.

Online Customer Resources. Designed a more user friendly “find an agent” page on our website. Joined with web designers to incorporate geographic parameter or name searches, biographic information, and one-click contact capability. Strengthened agent biographical content to fit new format.

Education Development. Created regional agent workshop program and smarter continuing education format to compensate for the lack of reasonable access with the current program. Designed bi-annual agent education course calendar bringing timely, focused education. Trained special representatives to assist in delivering course curriculum. Designed a new annual CE format that bypassed local college involvement assuming total in-house control of designing, obtaining state approval, delivering, evaluating and reporting the courses.

Executive Camp Director (1981 – 2009)

Responsible for the development, implementation and supervision of the Youth Camp programs, staff and facilities. Initiated promotions and customer relations, developed and instituted staff training programs, created policies and programs that enabled successful operations for over 30 years including national accreditation standards. Reviewed program content and camper outcomes annually. Planned and submitted annual budget of \$1MM. Planned and oversaw major facility projects. Indirectly managed 220 summer employees and had 5 summer direct reports including the Riverside Camp Director, Hilltop Camp Director, Food Services Director, Health Services Director and Facilities Management Director.

Employee Training Innovation. Designed a Staff Development event that better prepared staff for summer roles. Empowered senior staff to assist in the process as part of a Senior Staff Development weekend. The result was a recognized staff development program, which prepares counselors and support staff for the awesome responsibility of caring for children, is for new staff and returning staff which means content delivery changes annually to remain fresh, and is always experiential.

Staff Development. Created and developed first ever Counselor-In-Training program. Instituted an educational program that accepts selected campers each summer until they are ready to be counselors. Impacted the staff development process by eliminating time away from camp and adding meaningful education opportunities. Delivered conference lectures on program design and impact.

National Accreditation Standards. Guided camp through initial accreditation program with the American Camp Association. Participated in required course and reviewed, documented, and implemented compliance protocols with over 300 standards in areas of staff development, program, health care, risk management, facilities management, food services, natural resource management, camper outcomes and more. Created and maintained proper documentation and scheduled regular reviews and inspections.

Training. Curriculum Development. Developed state-approved course for the youth services industry in response to a new state mandate. Wrote the curriculum for a course entitled *Identifying & Understanding the Risks of Child Maltreatment*. Researched and developed the curriculum based on course requirements and the most current information.

Capital Improvements. Project Management. Proposed addition of a new camp facility in response to capacity limits, and participated in oversight of the \$4MM construction project. Gathered statistics and options and presented to the Board of Directors for approval. Worked directly with general contractor, serving as a resource for the design and construction oversight teams, playing an instrumental role in major design changes. Planned for ramp up of camp operations, adjusted to project delays. Orchestrated a dedication and open house for the grand opening.

Education

Texas State University, San Marcos, TX – Bachelor of Science in Recreational Administration

Service and Affiliations

American Fraternal Alliance Director and Conference Speaker

Fraternal Alliance of Texas President and Conference Speaker

American Camp Association President of the Texoma Section and Conference Speaker

Texas State University Recreation Administration Advisory Board Member, Student Mentor, and Speaker

San Antonio Downtown Chamber of Commerce Ambassador