



CHIEF DEVELOPMENT OFFICER

SHATTERPROOF

Flexible–Northeast

[Shatterproof](#)



The Aspen Leadership Group is proud to partner with Shatterproof in the search for a Chief Development Officer.

The Chief Development Officer, a newly-created senior leadership role at Shatterproof, will be responsible for fundraising and development activities and will help establish and nurture relationships that enhance Shatterproof's financial resources, visibility, and impact. The Chief Development Officer will evaluate, develop, and implement the infrastructure needed to expand and diversify Shatterproof's donor base.

Shatterproof is a national nonprofit dedicated to reversing the addiction crisis in the United States. Addiction is the most significant health crisis in the United States today. For the 20.4 million adults in America with a substance use disorder, the devastation caused by the disease can be crushing. In 2018, more than 175,000 deaths in the U.S. were related to alcohol and other drugs – the third largest cause of death in the nation. Of those deaths, 47,000 were from an opioid overdose. The opioid crisis cost society an estimated \$696 billion in 2018 alone. The impact is felt across a broad swath of society, from health care to employers to the government. Even more tragic, the social isolation and anxiety brought on by COVID-19 has made the addiction crisis that much worse. Addressing this health crisis is more important now than ever. Over 81,000 drug overdose deaths occurred in the United States in the 12 months ending in May 2020, the highest number of overdose deaths ever recorded in a 12-month period, according to recent provisional data from the Centers for Disease Control and Prevention (CDC).

Shatterproof draws from the extensive business experience of its senior leadership and uses a for-profit, ROI-focused lens to create results. Its strict commitment to science, evidence-based solutions, and transformational change has informed the business plan it executes daily. Shatterproof's business plan includes work within three key pillars:

Revolutionizing the treatment system. Shatterproof is transforming the healthcare delivery system so that every person facing addiction has access to quality care and treatment based on science.

Breaking down addiction-related stigmas. Addiction is a treatable disease, not a weakness. By changing people's attitudes and behaviors, Shatterproof is reducing the shame in order to encourage patients to seek life-saving treatment, and providing reassurance, compassion, and support for a full and fulfilling life.

Supporting and empowering communities. Shatterproof is providing science-based educational resources that aid in the prevention, treatment, and recovery of addiction, while building hope, confidence, and resiliency within families and communities, and advocating for life-saving policies.

In response to the lack of a standard set of treatment quality measures, Shatterproof created and launched our nation's first quality measurement system for addiction treatment. ATLAS has helped to transform the treatment system in the United States by delivering valuable information to states, health insurers, and treatment facilities, enabling data-driven and continuous quality improvement. Equally important, ATLAS helps those searching for treatment for themselves or a loved one locate addiction treatment facilities that provide evidence based high-quality care.

Shatterproof's growth and achievements are a testament to its investors and the growing number of stakeholders and communities rising up against addiction. Together, this health crisis can be reversed and a brighter future can be created, free from the disease of addiction and the stigma that surrounds it.

REPORTING RELATIONSHIPS

The Chief Development Officer will report to the CEO and will serve on Shatterproof's senior leadership team, serving as a strategic thought partner to all senior colleagues and regularly contributing to corporate strategy.

FROM THE FOUNDER AND CEO

To those who may consider this position, I'd like to highlight why I believe this leadership position will be such a fulfilling and life-changing experience.

After an almost ten-year battle with addiction, my son passed away on October 20th, 2011. After his passing, I traveled the country in search of the answer to one question – what could be done to spare other families the tragedy my family had suffered? After three months, one fact hit me the hardest – that my son didn't have to die. I learned that research existed that, if used, would significantly reduce the number of our loved ones who develop the disease of addiction and, for those who have the disease, improve rates of recovery similar to those with other chronic illnesses such as heart disease and diabetes. However this information was sitting in medical journals and largely not being used. As a father I was destroyed. However, I also saw hope. Our country simply needed an organization that would ensure that the existing research was implemented. I then spent two years developing a business plan to launch a national nonprofit to fill this need.

In seven short years we have distinguished Shatterproof as the "doer" in the field. Our work is not only saving thousands of lives each year, but is also changing the way that addiction will be prevented and treated for generations to come. Equally important to all of us at Shatterproof are the individual stories—the mother who calls one of us, crying, and thanks us for saving the life of her son or daughter.

Addiction is the 3rd largest cause of death in our nation. Each of us at Shatterproof can go to sleep at night knowing the change we are creating will reach millions of Americans, each and every year. Countless families spared the tragedy my family suffered. Our programs are effective and respected. Our impact is proven. Our mission and vision have captured the interest of major individual and institutional donors. We are now positioned for substantial growth in philanthropy to extend our impact, and we need a passionate, experienced, entrepreneurial, and capable fundraising professional to lead that growth. Our nation needs us. Our families need us. I personally look forward to partnering with a senior leader in development to help create the change that our hearts will be so proud of.

—Gary Mendell, Founder and Chief Executive Officer

PRIMARY RESPONSIBILITIES

The Chief Development Officer will

- partner with the Founder and CEO to define fundraising goals, as well as the tools, support, and resources needed to meet them;
- continue to move the organization far past the vision of one founder and principal donor, building on the current work of a small but growing group of major funders and investors, and engaging the philanthropic partnership of hundreds, then thousands, who share the vision and objectives of Shatterproof;
- develop and lead annual and long-term fundraising plans for individual and institutional donors and prospects;
- provide strategic counsel to the events program and invest in the success of key fundraising events;
- lead and participate in major fundraising solicitations;
- establish and oversee systems for gift management, reporting, and stewardship;
- assist with board development and management;

- coach and support staff and board on strategic and tactical fundraising plans for individual and institutional donors; and
- be a strategic thought partner, a senior leader, and a doer.

KEY COLLEAGUES



Gary Mendell
Founder and CEO

Gary Mendell is the Founder and CEO of Shatterproof, a national nonprofit focused on reversing the course of the addiction crisis in America. After losing his son Brian to addiction in 2011, Mr. Mendell founded Shatterproof to spare other families the tragedy he had suffered.

Since founding Shatterproof in 2012, Mr. Mendell has been a national leader in the addiction space creating solutions that will create more access to treatment for Opioid and Substance Use Disorders including the creation of the Shatterproof National Principles of Care to guide providers, payers, and patients to quality treatment. He advocates for state and federal policy changes, and most recently launched a national strategy and call to action to address stigma related to Opioid and Substance Use Disorders.

He is a frequent speaker on how society can end the stigma unjustly associated with addiction, has been honored numerous times for his leadership related to reversing the course of the opioid epidemic, testified in front of the President's Commission on Combating Drug Addiction and the Opioid Crisis, has been a guest several times on CNBC and MSNBC to provide his perspective on commonsense solutions to the opioid epidemic, and his opinions are frequently reflected in *The Wall Street Journal*, *Forbes*, and *The Washington Post*. Mr. Mendell also serves on the Executive Advisory Board of the University of Pennsylvania's Leonard Davis Institute of Health Economics (LDI), is a member of the National Quality Forum's Technical Expert Panel for Opioid and Opioid Use Disorder, and is an advisory member of The Opioid Policy Research Collaborative at the Heller School for Social Policy and Management at Brandeis University.

Mr. Mendell spent decades as an entrepreneur. He founded HEI Hotels & Resorts, a multi-billion-dollar company that oversees a portfolio of approximately 80 first class hotels. He raised and managed \$1.2 billion in discretionary capital from some of the most prestigious universities in the United States and managed more than \$2 billion in assets. He is also a former trustee and president of Starwood Lodging Trust. That business-world experience gives him a unique perspective in running a nonprofit organization like Shatterproof.

Mr. Mendell received his B.S. from Cornell University's School of Hotel Administration and his MBA with distinction from the Wharton School at the University of Pennsylvania.



Kirsten Suto Seckler
Chief Marketing and Communications Officer

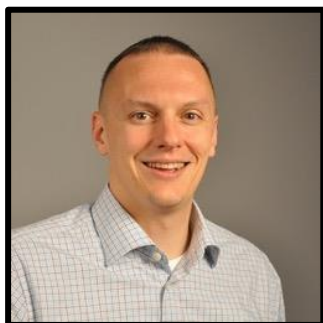
Kirsten Suto Seckler is the Chief Marketing and Communications Officer for Shatterproof. She is tasked with developing and implementing communication strategies that enhance Shatterproof's influence and engagement with the general public and key audiences. Ms. Seckler promotes, enhances, and protects the organization's brand reputation, leadership in the field, and the visibility of the organization and its leaders, develops and implements Shatterproof's integrated communications strategy to advance brand identity, broaden awareness of its programs and priorities and increases the visibility of its

programs across key stakeholders and oversee digital marketing strategy and success across Shatterproof's website, email, blog, paid, social and technology platforms. In addition to building the Shatterproof brand, she leads a national strategy addressing stigma toward addiction.

Ms. Seckler has spent the majority of her career using marketing and communications to drive social change and impact. For more than 20 years she was with Special Olympics, most recently as the global Chief Brand and Communications Officer, leading a team throughout the world to creatively shape and challenge perceptions about people with intellectual disabilities through sports, health, youth and school programming, and engagement with the broader public. Through marketing, digital engagement, thought leadership, awareness, events, content, and storytelling, she and her team reframed the Special Olympics brand to be known as a global inclusion movement.

As a member of the global executive leadership team, and over her time with the movement, she has been instrumental in the global growth of Special Olympics which is now in 195 countries around the world and reaches six million athletes and has nearly 90 percent brand recognition and familiarity. Her accomplishments included setting the global strategic agenda for the organization, promoting 11 Special Olympics World Games both Winter and Summer in locations throughout the world including China, Japan, Korea, Greece, Austria, and the United Arab Emirates. She established a multiyear global broadcast partnership with ESPN, and has overseen policy summits, corporate, and agency partnerships, a celebrity Global Ambassador program, advocacy campaigns, concerts, and films.

Ms. Seckler is also an Adjunct Professor at Georgetown University for the School of Continuing Studies teaching with the Integrated Marketing and Sports Industry Management Programs including classes on Global Integrated Marketing, Social Responsibility and Diversity in Sports, and Facility and Event Management. Previous to joining Special Olympics, Ms. Seckler worked in the marketing department at Kraft where she managed the Oscar Mayer Wienermobile brand icon and year-round marketing tour. She also spent five years working as a print journalist. Ms. Seckler was an honoree of the Washington Women in Public Relations Woman of the Year Award and is an accomplished speaker and guest lecturer. Ms. Seckler has a Bachelor of Arts degree from the University of Delaware and a Certificate in Nonprofit Executive Management from Georgetown University. She lives in Virginia with her husband, two children, and two dogs.



Kevin Roy
Chief Public Policy Officer

Kevin Roy is the Chief Public Policy Officer for Shatterproof. He leads its national advocacy initiatives as both federal and state leaders push for comprehensive solutions to the opioid epidemic.

Prior to Shatterproof, Mr. Roy was Executive Vice President for Autism Speaks and was engaged in public policy on behalf of Autism Speaks since 2007. At Autism Speaks, his work resulted in significant federal and state improvements to address gaps in research and lifespan needs for the autism community. He led efforts to pass the Combating Autism Reauthorization Act of 2011 and the Autism CARES Act of 2014, which have more than doubled the amount of federal research dollars allocated to autism on an annual basis over the last ten years. He successfully partnered with numerous disability organizations to pass the Stephen Beck, Jr., Achieving a Better Life Experience Act of 2014 (ABLE Act). The enactment of the ABLE Act culminated an eight-year campaign to gain approval for tax-free savings accounts to help individuals and families finance disability needs and is considered by some to be the most significant disability legislation since the Americans with Disabilities Act (ADA).

In addition to his work for Autism Speaks, he has advised early-stage biotech and technology firms on their public affairs and market strategies through the consulting firm he founded, Chesapeake Bay Ventures. Prior to his time as a consultant, Mr. Roy worked on Capitol Hill, serving as a senior advisor on federal budget policy. Mr. Roy began his career as an auditor for Deloitte & Touche in Boston.

Mr. Roy earned his MBA from the Fuqua School of Business at Duke University and a BA in History from Dickinson College. He is based in Washington, DC.



Jennifer G. Velez
Chief Impact Officer

Jennifer Velez is the Chief Impact Officer, focusing on the transformation of the healthcare delivery system so that every person with a substance use disorder has access to evidence-based treatment.

As Chief Impact Officer, Ms. Velez focuses on growing ATLAS®, the addiction treatment locator, assessment and standards platform, which was launched by Shatterproof in July 2020. ATLAS is currently in six states – Delaware, Louisiana, Massachusetts, New York, North Carolina, and West Virginia – and she leads the expansion of the number of both states and payers that adopt and meaningfully promote ATLAS in order to ensure that individuals and families can locate addiction treatment facilities that provide evidence-based, high quality care.

Ms. Velez is a deeply experienced community health executive, working to improve the societal and economic issues that impact vulnerable communities, most recently as an Executive Vice President of RWJBarnabas Health, where she led the health system's interdisciplinary response to the opioid epidemic. During her tenure, she expanded the peer recovery specialist model and medication assisted treatment as effective interventions to combat the disease of addiction, as well as introduced the community health worker model as an evidence-based, effective workforce model to address and improve social determinants of health.

Ms. Velez joined Barnabas Health in March 2015, as Senior Vice President of Strategy and Planning, after serving for eight years as Commissioner of the New Jersey Department of Human Services under both Governors Chris Christie and Jon Corzine. She has the distinction of being the State's longest-serving Human Services Commissioner where she managed the largest State agency with budget, personnel, and operational responsibility for nearly \$11 billion, approximately 16,000 employees, eight operational divisions, including Medicaid, five developmental centers, and four psychiatric hospitals.

Ms. Velez received her Bachelor of Arts in Economics from Drew University and holds a Juris Doctorate from Rutgers School of Law, Newark. Ms. Velez was named Top 25 Innovators in Healthcare by Modern Healthcare in 2019, and Number 1 on the 2014 NJBIZ Power 50 Healthcare list, where she had been listed for six consecutive years. She serves on the board of Drew University, where she is a member of the Executive Committee and chairs the Committee on Trustees and is a board member of NJ Future. She is a Visiting Associate of the Eagleton Institute of Politics. Among several special awards, she received the Distinguished Alumni Award from Rutgers Law School in 2017, was the recipient of the 2015 Codey Award from Carrier Clinic and received the 2015 Spirit of the Arc award from Arc of New Jersey. In 2013, the Women Lawyers Association of New Jersey presented Ms. Velez with the Women's Initiative and Leaders in Law Award.



Matthew Stefanko
Director, National Stigma Initiative

Matthew Stefanko is the Director, National Stigma Initiative for Shatterproof.

Before joining Shatterproof, Mr. Stefanko was the Associate Director for Strategy and Programs at Planned Parenthood Federation of America. There, he worked across functions to develop strategic initiatives aimed at increasing patient access and reducing the impact of health epidemics. Prior to PPFA, Mr. Stefanko worked in management consulting at McKinsey and Company where he primarily was involved with their public and social sector practices. He also served as the City Director in Jacksonville and Dallas for McKinsey's workforce development nonprofit Generation.

Mr. Stefanko also previously worked in local government at the Baltimore City Health Department where he supported Dr. Leana Wen as her Special Advisor on Opioid Policy.

Mr. Stefanko has a dual degree in Economics & Government from Cornell University. He serves on the board of Anabel's Grocery, a nonprofit store addressing food insecurity, which he co-founded. He is based in Washington D.C.

PREFERRED COMPETENCIES AND QUALIFICATIONS

Shatterproof seeks a Chief Development Officer with

- a commitment to reversing the addiction crisis in the United States;
- an ability to envision and drive transformational growth;
- knowledge of the full spectrum of philanthropic fund development, including special gifts, major gifts, capital campaigns, annual giving, special events, prospect research, proposal development, and gift planning;
- an ability to develop, implement, and evaluate development systems, preferably in a public health, public policy or substance abuse disorder treatment environment;
- superior communication skills, both written and oral, and the ability to influence and engage diverse staff and donors;
- demonstrated experience in seeking and securing six-figure+ gifts;
- experience expanding and cultivating existing donor relationships over time;
- strong organizational skills with attention to detail; and
- the ability to work both independently without close oversight, but also as a team player who will productively engage with others from diverse backgrounds.

A bachelor's degree is required for this position as is at least seven years of fundraising experience with demonstrated success in a building a development function (managing and forging relationships with multiple donor sources), preferably in public health, public policy, and/or substance use disorder treatment on a national level.

DIVERSITY, EQUITY, AND INCLUSION

Addiction has an impact on all people, but like most health conditions in the United States, the negative impact of this disease on Black and Latino communities is disproportionate. Therefore, Shatterproof denounces racism and is committed to listening, learning, supporting, and advocating for health equity. Structural racism underlies the various responses to the phases of the addiction epidemic in America and it can only be reversed by taking an anti-racism approach. In the 1980s, when addiction was perceived as rampant amongst communities of color, the crisis was met with stigmatizing and discriminatory policies. Now, the opioid epidemic has reframed addiction as a disease, while simultaneously whitewashing the response by continuing to ignore the crisis within communities of color. Despite having higher increases in opioid overdose deaths tied to fentanyl, Black Americans have significantly lower access to treatment. For example, white patients are 35 times more likely than Black patients to receive buprenorphine, one of the proven medications for treating opioid use disorder. Eliminating the disparities of these metrics must be a part of the addiction response.

Shatterproof acknowledges that diversity, equity, and inclusion are critical to its success. It is committed to conducting ongoing diversity trainings with its staff and elevating its focus on bridging the gap of the disparities faced by Black Americans when it comes to substance use disorder. Shatterproof stands ready to serve as allies to the advocacy community in this larger fight and to continue its work for an equitable addiction treatment system.

SALARY & BENEFITS

Shatterproof offers a competitive salary and benefits package.

LOCATION

The location of this position is flexible with a preference for the Northeast corridor (access to Washington, DC).

APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of Shatterproof to reverse the addiction crisis in the United States, help reduce the stigma of addiction, improve treatment quality and access, and save lives.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

To apply for this position, visit:

[Chief Development Officer, Shatterproof.](#)

To nominate a candidate, please contact Ron Schiller:

[ronschiller@aspenleadershipgroup.com.](mailto:ronschiller@aspenleadershipgroup.com)

All inquiries will be held in confidence.