

## **Steven B. Stenersen**

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### **PROFESSIONAL EXPERIENCE**

1998 – Present **US Lacrosse, Inc.**, Baltimore, MD

**President and CEO** - Inaugural CEO for Baltimore-based national governing body of men's and women's lacrosse, which represents a national market of more than one million lacrosse enthusiasts.

- Coordinated negotiations and facilitated organizational transition and consolidation for the merger of eight national organizations
- Implemented and adapted business plans that have generated cumulative operational income of over \$250 million for the 501(c)3 nonprofit since 1998; full responsibility for budget management
- Developed and led the implementation of acquisition and retention strategies that increased the national member/customer base 2,500%, from 17,500 to 450,000
- Led the recruitment, management and development of a staff of ninety across seven collaborative departments
- Led creation and evolution of a national, volunteer leadership structure that consists of more than 200 board, committee and sub-committee volunteers
- Led efforts to develop and successfully implement four US Lacrosse strategic plans
- Developed strategic and operational initiatives that facilitated national market growth of over 300%
- Serve as organizational spokesperson and primary liaison to dozens of organizations, within and outside of the sport, to advance strategic priorities
- Established US Lacrosse as a best-practice among national governing bodies in the areas of risk management and player safety through investment in ongoing injury research to guide rule, equipment and educational interventions
- Provide leadership to the US Lacrosse Foundation, an affiliated 501(c)3 nonprofit organization that develops and implements philanthropic strategies in support of US Lacrosse and manages endowment assets
- Led/oversaw the planning, marketing, sponsorship and television production/distribution for five Federation of International Lacrosse World Championships hosted by the United States since 1998
- Led/oversaw fundraising, project planning and construction management for a \$20 million, 45,000 sf national headquarters and US Team training center

1984 – 1998 **The Lacrosse Foundation, Inc.**, Baltimore, MD

**Executive Director** – Chief staff executive for Baltimore-based nonprofit organization founded in 1959 to lead the sport's national development

- Developed and led the implementation of membership acquisition and retention strategies that increased the national member/customer base 700%, from 2,500 to 17,500
- Developed strategic and operational initiatives that facilitated national market growth of 200% over 10 years
- Planned and executed sales and marketing initiatives that generated over \$10 million in new revenue
- Directed two capital campaigns that generated a total of over \$3 million
- Supervised construction and expansion of 12,000 square-foot national headquarters
- Implemented budgetary management and control systems that yielded net revenue at the end of every fiscal year
- Created and managed a national network of 45 chapters in 31 states
- Provided fundraising leadership that resulted in a 700% increase in endowment assets
- Planned and managed a six-fold expansion of staff
- Initiated new media and public relations strategies including television production of more than twenty lacrosse events

- Supervised seven US National Teams that were undefeated in world championship play
- Established an innovative and acclaimed national standard for developmental lacrosse programs for at-risk youth

1983 – 1984      **Nichols Publishing Services**, Baltimore, MD

**Editor/Project Manager** - Coordinated all aspects of production, including copy writing, editing and design, for regional and national publications.

#### RELATED POSITIONS HELD

- Vice President, Federation of International Lacrosse, 2014 – present
- Board Member, Pink Concussions, 2014 - present
- Board Member, National Sport Concussion Coalition, 2013 - present
- National Advisory Board, Positive Coaching Alliance, 2013 - present
- Board Member, Association of Chief Executives for Sport, 2012 - present
- Executive Committee, Tewaaraton Foundation, 2011 - present
- United States Olympic Committee Working Group for Safe Training Environments, 2010
- American College of Sports Medicine Concussion Working Group, 2010-2011
- Chair, International Lacrosse Federation Development Committee, 1993-2003

#### RECENT COMMUNITY ACTIVITY

- Board Member, St. Paul's School, 2012 – Present
  - Board Vice President, 2014 – Present
- Board Member, Baltimore Station, 2005 – 2014
  - Board President, 2011 – 2013

#### SELECTED RECOGNITION

- US Lacrosse, North Carolina Chapter Hall of Fame, 2014
- Fellowship of Christian Athletes, Peter Kohn Award, 2014
- Graduate, Greater Baltimore Committee Leadership Program, 2012
- US Lacrosse, Greater Baltimore Chapter Hall of Fame, 2009
- Institute for International Sport, "100 Most Influential Sports Educators", 2007
- Positive Coaching Alliance, National Leadership Award, 2004
- The Bernie Ulman Award, 1998
- Vail Lacrosse Shootout, 25th Anniversary Award, 1997
- The Krongard Trophy, 1990
- Mt. Washington Cup, 1986
- Alternate, US Men's Lacrosse Team, 1986
- NCAA Division I Men's Lacrosse Champions, 1981, 1982; Co-captain, 1982

#### EDUCATION

1986-87      **University of Baltimore**, Baltimore, MD  
Graduate Study, Master of Arts, Publication Design

1982      **University of North Carolina**, Chapel Hill, NC  
Bachelor of Arts, Journalism  
ACC Academic Honor Roll

1978      **St. Paul's School**, Brooklandville, MD

#### PERSONAL

- Married to Ann Garvey Shipley on January 4, 1992
- Father of Audrey Elizabeth Stenersen
- Father of Cole Jessop Stenersen

#### REFERENCES

- Available upon request