

Joseph Bernard Malki

202 South French Broad Ave, Asheville NC 28801 - 1 (828) 216-5769 - joseph.malki@gmail.com

Seeking: CVO, CMO or CBDO position in a sustainable industry or transition to green firm.

Qualities: Visionary. Excellent command of enterprise architecture, green strategic marketing and sustainable business development. Team and outcome oriented. Proven sales & partnership development.

Education:

2009	Capital Markets Partnership Underwriting (MTS)
2009	Sustainable Manufactured Product Professional (MTS)
2007	The Climate Project Training, The Honorable Al Gore
2003	“Break Through” & “Power to Influence”, Anthony Robbins & Associates
2002	US Army Officer Candidate School, Ft. Bragg, NC
1998-1999	General Systems Science Program: Holistic & Reductionist Problem Solving
1996-1998	University of California at Davis, BA History
1994-1997	US Army Occupational Schools: Computer Specialist 35J, Infantryman 11B

Experience:

1999-2009 Founder/CBDO Seven-Star

Developed and negotiated terms of new event production business totaling 1.7 million dollars annual. Closed multi-million dollar sponsorship sales for clients. Designed new sustainable policy and scientific event series. Managed development of new technologies. Developed strategic partnerships with leading NGO's.

2002-2003 Director of Marketing, EventPro Strategies, Inc. (Hiatus from Seven-Star)

Re-branded firm and developed national sales campaign & multi-media collateral. Traveled across nation and sold 2.2 million dollars' worth of services. Architected in-house project management database. Individually secured Jack Morton World Wide as client, Self Magazine & Sports Illustrated Magazine accounts. Engaged American Idol and US Army NASCAR street team projects nationwide.

1998-2009 President, The Power Point (Side business)

Founded and managed full service technology and marketing practice. Provided businesses with strategic consulting, technology services, planning, and design. Clients included Anthony Robbins & Associates, City of San Francisco, Alcone Marketing, Hampel|Stefanedes, and Lowe McAddams.

www.ThePowerPoint.com

1997-1998 Public Relations Liaison, California State Fair

Developed public communications with marketing agency contractor. Wrote copy for fair newsletter and website. Oversaw production of Gubernatorial VIP ball, special kick-off concert with Leanne Rhymes, military jet fly-over and week-long celebration of women in the armed forces. Acted as spokesperson to media.

1985-1997 Managing Partner, Malki Family Enterprises

Developed and managed leading Sacramento art gallery and custom framing gallery, Malki's Art Services 1985-1991. Started and managed San Francisco Bay Area's first espresso catering service, Espresso Bravo! 1991-1997.

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Honors

Sigma Phi Kappa Chi, Presidential Honors Solano Community College

Military Service

Honorable Discharge after eight years in US Army Reserve, California National Guard, North Carolina National Guard. Undeployed volunteer for combat in three wars. Infantry School Honors – promotion to corporal. Two recommendation for Officer Candidate School. Training accident at Ft. Bragg Officer Candidate school cut military career short. Medically based discharge.

Languages

Fluent in Spanish.

Ethnicity

Native Texan. ½ Spanish (Gallego), ½ Aramean (Orthodox Christian Syriac).

Travel & Security

Valid US passport. Department of Defense Secret Security Clearance issued in 1993.

Skill Sets

EXECUTIVE AND MANAGERIAL

- Conceptualize strategic plans and manage tactical implementation
- Work cooperatively with teams to guide, plan, organize, and execute
- Visionary technologist and marketing strategist

COMMUNICATION

- Write business and marketing plans
- Persuasive negotiator
- Excellent writer
- Consensus facilitator
- Confident public speaker

BUSINESS DEVELOPMENT

- Engaging pitchman and presenter
- Solid B2B/B2G executive level sales
- Contract and terms negotiator
- Visionary marketing strategist

MEDIA ARTS

- Web 2.0 Strategists: command of Web 2.0 convergent HW/SW/Content
- Art Director: manage the execution of professional graphics, video and animation
- Technical Architecture and Project Manager: able to engage teams around software and GUI development
- Applications: Expert in MS Office. Good knowledge of Adobe Suite.

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Sustainability & Social Justice Background

- 2009 Board Member, Green Cities Institute**
Co-founded and manage the development of a NGO dedicated to sustainable training, media and ecological restoration engagement for developing world.
- 2008 Volunteer Producer, Oregon Ancient Forest Campaign**
Created short term engagement strategy for KSWild.org Produced viral video and email blast kit.
- 2006 Volunteer Strategist, Election of Robin Cape and Terry Belamy -Asheville, NC**
Provided strategic consulting and fundraising for pro-green candidates.
- 1999 Editor, Flatlander Newspaper (contractor)**
Edited a local Yolo County, CA progressive monthly newspaper with a conservative perspective. Developed and edited stories, lead art direction, managed graphics and pre-flight lay-out production and ad revenue. Main stories covered pollution science.
- 1998 Volunteer Concert Producer, Hurricane Relief for Nicaragua**
- 1997 Spanish Translator for Migrant Community Clinic, Davis CA (contractor)**
- 1996 Live-in Coordinator, Pine Tree Gardens (contractor)**
Assisted developmentally and mentally challenged young adults with developing self-sufficiency.
- Volunteer Central Valley Coordinator for Proposition 215**
Organized education rally and concert passing CA Compassionate Use Act of 1996.
- 1994-1995 Owner-Worker, Blue Mango Worker Owned Café & Restaurant**
- 1993 Volunteer Green Peace Canvasser**
- 1992 Member, Solar Community Housing Association (tenant)**
Engaged the new construction of a solar powered rammed earth home for single parents. Lived as a member of cooperative household. Managed community garden space.
- 1991 Volunteer Central Valley Coordinator-Redwood Summer, Earth First!**
Recruited and organized 15,000 activists representing Northern and Central California for largest environmental action in California's history, logistics for over 500,000 protestors. Coordinated transportation, non-violence workshops, and feeding operations for Central Valley contingents.
- 1990 Fundraiser, Mountain Lion Foundation for Proposition 117 (contractor)**
- 1989 Volunteer Executive Committee Member, Campaign for Sustainable Research Area, UC Davis**
Coordinated grass roots campaign to save the Student Farm, Baggins End Experimental Housing and Community Gardens. Won inclusion into the University of California Long Term Development Plan.
- 1988 Fundraiser, Capital Campaign The Maquipucuna Foundation Cloud Forest Preserve (contractor)**
- 1986-1991 Whole Earth Festival (contractor)**
Co-Director of Volunteers, Director of Marketing, Director of Recycling, Non-Violence Trainer for 30,000 attendee festival.
- 1985 Volunteer Coordinator, Californian's for a Free Afghanistan**
Assisted in the coordination of humanitarian relief for victims of Soviet aggression in Afghanistan.
- 1982 Volunteer Coordinator, Punk Rock Freedom of Musical Expression Campaign**
Staged take-over of Sacramento City Hall in protest of shutting down punk venue.

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Live Presentation History

- 2009 MC at Little River Band & Brian Howe/Bad Company Concert, Asheville, NC
- 2009 Master of Ceremonies at Green Cities Florida
- 2009 Presenter with Senator George McGovern at Green Expo, Jacksonville, FL
- 2009 Presenter National Association of Sports Commissions Event Symposium (Denver, CO)
- 2009 Presenter at South by Southwest/SXSW (Austin, Texas)
- 2009 Keynote at Plan Green (UC Davis, California)
- 2008 EPA Waste Wise Award Ceremony (Washington, DC)
- 2008 Americana Music Festival & Conference (Nashville, TN)
- 2007 The Climate Project, Live Earth (Shanghai, China) BBC, CNN, Al-Jazeera
- 2007 Keynote at Festival and Events Association (Sydney, Australia)
- 2007 Cater Source and Event Solutions: The Idea Factory (Las Vegas, NV)
- 2007 Texas Wedding Planners Association (Houston, TX)
- 2007 The Climate Project Presenters (Nashville, TN)
- 2006 Delegate to Carbon Expo, (Cologne, Germany)