

Theodore J. Qualli III
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PROFILE

Government and Non-Profit executive with exceptional leadership skills and outstanding record of innovation, coordination and ability to achieve bottom line results.

PROFESSIONAL EXPERIENCE

BIG BROTHERS BIG SISTERS SOUTHEASTERN PENNSYLVANIA (2007-Present)

Vice President, External Affairs & Marketing

Big Brothers Big Sisters Southeastern PA (BBBS SEPA) has worked to improve the lives of children and strengthen communities through professionally supported, one-to-one mentoring relationships in Chester, Delaware, Montgomery and Philadelphia Counties for nearly a century. BBBS SEPA serves more than 6,000 adults and children annually with an operating budget of \$4 Million. The External Affairs & Marketing office oversees all agency communications, social and traditional media and marketing, public policy and advocacy work as well as fundraising in the areas of government, family and corporate foundations.

SELECTED ACCOMPLISHMENT

- Represented BBBS SEPA on the HR-203/SR-52 Joint State Government Commission's Children of Incarcerated Parents Project – to study the effects of parental incarceration and to make recommendations to the General Assembly for a statewide strategy to improve services and outcomes for these children.

CITY OF PHILADELPHIA (2003-2007)

Office of the Mayor: Deputy Director of Communications

The City of Philadelphia has a population of 1.5 Million people, making it the fifth largest city in the Nation. The Mayor serves as the city's Chief Executive Officer overseeing a workforce of 22,000 people and an annual operating budget of more than \$3 Billion. Communications for all city departments, agencies, offices and commissions is coordinated through the Office of the Mayor.

SELECTED ACCOMPLISHMENT

- Served as primary communications coordinator for the City of Philadelphia's Emergency Preparedness Review Committee's work with James Lee Witt Associates that resulted in a comprehensive set of recommendations to improve Philadelphia's preparedness as well as a regional (11 county, three state) multi-media public awareness campaign that garnered National attention and more than \$2 Million in donated advertising. (www.readyregion.org)

Department of Human Services (DHS): Director of Communications

DHS is responsible for protecting Philadelphia children from abuse and neglect and promoting permanency in their lives by managing a network of community based provider agencies that work to strengthen families through an array of social services. DHS is the fifth largest child welfare agency in The United States of America, with an annual operating budget of more than \$700 Million and a comprehensive client base of more than 75,000 individuals.

SELECTED ACCOMPLISHMENT

- Shifted the culture of two City operating departments over the course of one year to address a disturbing trend of child deaths related to co-sleeping and ensured the distribution of more than 1,000 cribs for at-risk families with newborn children within the first six months of implementation.

EDUCATION

M.A. – Professional Communication, LaSalle University, Philadelphia, PA
B.A. – English Communication, Holy Family University, Philadelphia, PA

AFFILIATIONS

Adjunct Faculty, Temple University, Department of Strategic Communication (2009-Present)
President, Blue Bell Hill Civic Association (2007-Present)
President, Big Brothers Big Sisters State Association of PA (2009-Present)