

## Sylvia Spitalnick

[Sylvia.Spitalnick@gmail.com](mailto:Sylvia.Spitalnick@gmail.com) • 914-441-2165

Accomplished Growth Creator, Strategic Seller, Relationship Specialist. Dynamic senior executive with extensive experience in philanthropy, business development and sales enablement. Skilled negotiator with demonstrated record of advancing organizations seeking to successfully realize their goals, fulfill their mission and achieve optimal return on investment

### **Stamford Yacht Club** **Clubhouse Manager**

Stamford, CT  
2021 – 2022

- Responsible for membership interaction and the clubhouse experience. Interface with the Membership Committee to facilitate new and prospective member events
- Manage all ongoing issues related to the clubhouse, grounds and operations
- Catering Director responsible for the creation, execution and oversight of all non-club related events; financial responsibility for billing of same
- Communication and coordination liaison between food & beverage departments to ensure smooth operation and optimal member experience
- Proactive day to day creative problem solver/ troubleshooter assisting the General Manager and CEO

### **Maplewood Senior Living (Luxury Senior Living Provider)** **Director of Community Relations**

Darien, CT  
2020 – 2021

- Developed a strategy to identify new sales opportunities which enhanced lead generation, while overseeing the CRM database development
- Demonstrated track record for identifying, capturing and closing revenue opportunities during the challenging onset of the COVID pandemic
- Drove community and professional referral sources to improve ROI
- Optimistic problem solver who has created relationships with families and senior individuals transitioning to a new lifestyle choice

### **LAPA Fundraising**

**Consultant**

New York, NY  
2019

- Consultant for special projects that were specific to my expertise
- Provided guidance on clients looking to embrace enhanced levels of development

### **Tikva Children's Home Odessa & Israel** **Executive Director**

New York, NY 2016-  
2018

- Philanthropic strategist in the US to an international \$8.8M Ukraine based Jewish educational organization that rescues and saves abused and orphaned children.
- Developed a comprehensive plan for sustainable growth that tripled donor retention rates employing an upgraded CRM system
- Developed a communication and marketing campaign that drove increased traffic to the organization's website with a focus on engagement and increased revenue
- Cultivated relationships with key donor prospects, grantees and foundations
- Conceptualized, curated and produced special signature events including the oversight of the annual 300+ annual gala event resulting in over \$900K donations

### **Anne Frank Center for Mutual Respect**

New York, NY  
2015

## Director of Development, USA

- Revenue generator responsible for a renewed national development strategy for \$6M budget of the US partner to the Anne Frank House, Amsterdam
- Increased community outreach efforts and integration with existing and new corporate partners like the Clinton Foundation
- Cultivated all aspects of major donor and private foundation giving, including the research, submission and reporting of all grant opportunities

## WSHU Public Broadcast Group, NPR Affiliate

Fairfield, CT

### Director of Major Gifts

2014

- Led all major gift solicitations ramping up to a major capital campaign. Gift range of \$10K - \$100K+.
- Developed plan for renewing lapsed relationships while creating new opportunities with expanded community involvement from county arts organizations

## American Heart Association

Purchase, NY

### Regional Director, Go Red For Women

2013

- Garnered and renewed dormant corporate support exceeding \$600,000 from Westchester and Fairfield Counties.
- Served as lead ambassador for all awareness programs with corporate partners
- Implemented county programs that led to internal corporate fundraising exceeding our financial target by 20%

## Stamford Hospital

Stamford, CT

### Associate Director of Development, Director of Major Gifts

2008 – 2011

- Secured major gifts and grants from \$10K - \$1M while implementing a comprehensive planned giving program. Increased grantor support through consistent stewardship and relationship development.
- Launched Physician's Participation Campaign yielding \$250K + and managed all aspects of physician recognition, communication & marketing of the campaign

## Westchester Medical Center

Hawthorne, NY

### Director of Marketing. The Medical Faculty Health Alliance, Inc.

2003 -2007

- Key liaison for 300+ doctor specialty practice, driving a 12% increase in volume practice dollars by solving problems and improving relationships
- Initiated physician referral process driving \$1M incremental realized revenue
- Led strategic business marketing plan for the \$10M Westchester Medical Imaging Center

## Bonwit Teller; Bloomingdales; Escada

1975-2003

### Executive/Senior Management

- Divisional Merchandise Manager - Designer Menswear/Womenswear
- Director of Women's Personal Shopping Service Flagship Store 59th Street
- VP of Couture

---

## Board Involvement & Volunteerism

- Brown University Westchester County Alumni Board of Directors/Admissions Committee
- Swim Strong
- Committee Board Member for the 2020 Westchester Women's Summit

## Education

- Brown University BA Art/Art History
- Harvard University Undergrad Studies
- NYU Certificate in Fundraising
- NY Restaurant School Chef Certification