

Richard Odell

rfodell@gmail.com ▪ 525 S. Palm Avenue, Sarasota, FL 34236 ▪ 231-313-1100

OBJECTIVE

A national educational leadership position to facilitate the development and implementation of substantive change and improvement in the content and delivery of PK-12 educational programs.

QUALIFICATIONS

Private school senior administrator/headmaster for over 25 years. Educational visionary and turnaround specialist, team builder, successful businessman, innovator, motivator, collaborator, excellent listener, budget, program and fundraising expert, thoughtful, dedicated and relaxed. Created in 1999, and sold in 2010, my privately held PK-12 school.

EXPERIENCE

- IMG Academies Bradenton, FL
Vice President, IMG Student Affairs 2010 - Present
 - Responsible for all matters related to students and families associated with IMG Academies
 - Manage the merger of IMG Academies and The Pendleton School into a premiere for-profit educational enterprise designed to develop young people with a passion for sports
 - Guide the addition of more sports specializations and direct the growth of expanded educational options to meet students' needs
 - Assist over 700 employees to understand, support and implement the transition to being a unified educational entity, instead of a sports training center.
 - Solve problems associated with integrating two companies with very different missions
 - Develop and encourage opportunities for all employees and interested parties to recognize the value of cultivating students' passion in both athletics and education

- IMG Pendleton School (formerly known as The Pendleton School) Bradenton, FL
Headmaster 2009 - Present
 - Responsible for directing the school's student, staff, program and facility growth
 - Manage school with goal of increased profitability, while improving quality and academic offerings
 - Supervise daily operations of school, which accommodates needs of over 700 student athletes Pre-K through post grad, with two rotations of students through the school daily
 - Refine academic program delivery
 - Expanded academic offerings, including the addition of a Learning Resource Center
 - Negotiated sale of Pendleton School to IMG Worldwide, Inc. in 2010
 - Coordinated merger of Pendleton School with IMG Worldwide/IMG Academies (vision refinement, staff utilization, growth goals)
 - Supervised preparation of school for reaccreditation in 2012 by FCIS, SAIS, FKC and SACS
 - Improved academic performance of students, resulting in improved university placement
 - Doubled school enrollment in last 3 years and guided \$20M capital expansion of facilities

- The Leelanau School Glen Arbor, MI
President 2000-2008
 - Responsible for designing the school's new direction and assuring its financial success
 - Developed a "niche" school concept, serving students with learning differences
 - Created a new campus master plan for the 50 acre campus designed to facilitate up to 150 students
 - Retooled academic offerings to meet needs of students
 - Revamped school's mission statement and united faculty and staff around new goals
 - Guided the production of new marketing materials highlighting the school's new direction
 - Significantly increased enrollment after refining school's focus
 - Supervised development of all marketing materials and conducted a successful national campaign

•The International Center for Excellence in Education d/b/a The Pendleton School Bradenton, FL
Founder, President 1999-2008

Responsible for birth of new school

- Conceptualized, funded and opened the school with twelve initial students
- Designed facilities, hired faculty, built program and recruited students
- Established educational partnerships with colleges and community organizations

•Leadership/Fundraising Consultant Traverse City, MI
Independent Consultant 1998-1999

Advised not-for-profit organizations on strategies for fundraising, planning, marketing, program and board development, financial management, staffing models and organizational teamwork. Partial list of organizations: Traverse Area Arts Association, State Theatre Project, Music House Museum, Traverse Symphony Orchestra, Grand Traverse Regional Land Conservancy

•Interlochen Center for the Arts Interlochen, MI
President 1995-1998

Responsible for the student, staff and program of the academy, camp, summer arts festival and radio station

- Guided the repositioning of the institution for long-term sustainable success
- Administered \$21 million operating budget
- Managed 320 winter term and 1200 summer employees
- Worked with 40 member Board of Trustees
- Motivated faculty and staff to accomplish newly established goals
- Raised \$42 million for capital campaign during three-year period
- Renovated and restored many of the 459 campus buildings and built 2 new structures
- Spearheaded creation of new strategic plan
- Revised programs, delivery and marketing strategies
- Initiated Distance Learning program
- Secured a \$16 million tax-free bond
- Attained highest academy and camp enrollment in institution's history
- Created the institution's three largest operating surpluses

•Chicago Academy for the Arts Chicago, IL
Headmaster 1989-1995

Responsible for directing the school's student, staff, program and facility growth

- Recruited stronger faculty, students and trustees
- Secured financial gifts to keep school solvent
- Established an endowment
- Supervised movement of school to new location
- Improved school's image and marketing plan
- Succeeded in obtaining full accreditation with ISACS
- Developed and implemented a strategic plan
- Retired school's debt

EDUCATION

M.A. Counseling and College Student Personnel 1975
Bowling Green University Bowling Green, Ohio

B.A. Instrumental Music, K-12 1972
Heidelberg College Tiffin, Ohio