

## Application Form

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### Disclaimer

Under Florida law, all information, including e-mail, written letters, documents and phone messages, sent to the Alachua County Board of County Commissioners are subject to Public Records law. This includes the sender's e-mail address, home address or phone number if shown in the message, the content of the message and any associated attachments to the mail. If you are exempt from aspects of the public records law pursuant to F.S. 119.071, contact the advisory board coordinator at 352-264-6906 prior to submission of this form.

### Please Agree with the Following Statement

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**I have read the disclaimer above and understand my application is subject to Florida's Public Records Law.**

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☒ I Agree

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### Profile

Stephanie

First Name

C

Middle Initial

Bailes

Last Name

4042 Southwest 69th Avenue

Home Address

Suite or Apt

Gainesville

City

FL

State

32608

Postal Code

stephaniebailes@gmail.com

Email Address

Home: (202) 321-0773

Primary Phone

Alternate Phone

Cade Museum for Creativity and  
Invention

Employer

President & Executive Director

Occupation

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### Education:

BA Major: Sociology, University of Florida

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### Professional Organizations:

Greater Gainesville Chamber Economic Development Council - member, Children's Movement of Florida Regional Advisory Board member, Gainesville Chapter Rotary member, affiliations with: SHRM, ASTC, NARM, FAM

## Which Boards would you like to apply for?

Early Learning Coalition: Submitted  
Tourist Development Council: Submitted

## What position(s) are you applying for?

Board seat

## Interests & Experiences

### Are you currently serving or have you ever served on an Alachua County advisory board?

☒ Yes ☐ No

### If yes, please list board(s):

### Please list any civic and professional accomplishments/honors, training or experience related to this appointment:

TPD: I have spent many years working in marketing and product development, in a variety of corporate settings. I believe I would bring a strong entrepreneurial spirit as well as a vested interest in seeing Gainesville garner the attention and visitation it deserves as a cultural hub in our state. ELC: In my work at the Cade, as a member of the Children's Movement of Florida regional advisory board, and my general efforts within the community I can bring additional perspective and commitment to early learning initiatives as well as a strong business and organizational background.

### What Contributions do you feel you could make if you were selected to this board?

Balanced insights, commitment, and a sincere desire to make meaningful change and impact within our community.

[S\\_Bailes\\_Resume\\_12.7.20.pdf](#)

Upload a Resume

## Demographics

Some boards and commissions require membership to be racially, politically or geographically proportionate to the general public. The following information helps track our recruitment and diversity efforts.

### Ethnicity

☒ Caucasian/Non-Hispanic

### Gender

☒ Female

08/25/1969

Date of Birth

**Are you over the age of 60? (Required for some boards)**

☐ Yes ☒ No

**Are you a resident of Alachua County?**

☒ Yes ☐ No

**If you are an Alachua County resident, how long have you lived in the county?**

10 years

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### **Supplemental Questions**

**Some of the boards and committees appointed by the County Commission are required to comply with Chapter 112, Florida Statutes, the Financial Disclosure Law. If applicable, would you be willing to file the required financial statement?**

☒ Yes ☐ No

**Do you affirm that your personal and business (if applicable) affairs within Alachua County are in substantial compliance with all county regulatory and taxing authorities rules and regulations?**

☒ Yes ☐ No

**Please Agree with the Following Statement**

**Appointees to advisory board/committees are required to attend scheduled meetings as specified in the "Guidelines for Citizen Advisory Boards and Committees".**

☒ I Agree

**Please Agree with the Following Statement**

**I understand that this completed application is the property of Alachua County and I hereby certify that the statements made on this application are true and correct.**

☒ I Agree

## STEPHANIE C. BAILES

4042 SW 69<sup>th</sup> Ave | Gainesville, FL 32608 | 202.321.0773 (c) | [stephaniebailes@gmail.com](mailto:stephaniebailes@gmail.com)

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### SUMMARY

- Seasoned professional with 20 years of management experience in non-profit, corporate, and entrepreneurial environments
- Leadership roles in finance and operations in both domestic and international organizations
- Talented operational executive with ability to motivate and inspire action around clearly defined goals
- Valuable combination of strategic thinking and tactical skills, highly analytical, and a strong communicator

### EDUCATION

1987-1992      University of Florida, Gainesville, Florida Bachelor of Arts - Major Sociology

### PROFESSIONAL EXPERIENCE

**Cade Museum for Creativity and Invention** January 2017 – Current  
**Executive Director (& President as of October 2020)**

Brought in to restructure the existing organization, complete \$12M iconic building construction project, and prepare the organization for the launch of its expanded program offerings and grand opening of its 26k sq ft facility. Hired and trained almost 30 staff, led the organization through 6 audits in support of NMTC (federal) reporting requirements, raised over \$5M, guided education curriculum development, opened the museum to the public, and developed community, institution, and corporate partnerships.

**Pennington & Bailes, LLC** January 2010 – January 2017

#### COO and Controller

- Privately held collegiate licensed clothing company with annual revenues of \$1M. Responsible for the company's financial plans & budgets, human resources, operations & licensing, product design, and manufacturing.
- Work with public policy organizations, such as the Fair Labor Association, and licensing organizations, such as the Collegiate Licensing Company, to integrate human rights objectives into the company's manufacturing policies.
- Manage 4 full time staff and 10 part time and intern positions.

**American College of Cardiology, Washington, D.C.** September 2005 – January 2010

#### Director, Member Strategy

- Responsible for the management, growth, and development of strategic member segments (20,000 members) of the ACC, advocate on a national level for the segments in the areas of education, science and quality, and advocacy. Efforts resulted in expanded educational programming, increased product purchase, and additional pathways for member contribution to peer reviewed clinical documents and clinical policy.
- Responsible for the College's membership related business partnerships. Efforts resulted in the development of focused affinity programs and new business partnership strategies.
- Managed 10 staff and responsible for three million dollar administrative budget.

**Consultant for Cartesian, Inc. (American College of Cardiology Projects)**

#### Global Strategy Work Group

- Contract with 30,000 plus international medical specialty professional association. Supported Board level work group tasked with defining international strategy. Support included completing country market assessments for 14 countries and completing revenue and expense analysis for international activities.

#### Emeritus Project

- Forecasted and analyzed the impact of an aging membership population on membership counts. Required working with federal and non-profit organizations and ACC staff. This work shaped strategic direction of membership and workforce policies.

#### International Member Cost/Benefit Analysis

- Contract with medical specialty professional association to complete cost/benefit analysis for international membership. Analysis used to inform Finance on lifetime value of segments of membership.

**OneVoice Communications, Inc., Reston, VA** January 2003 – May 2005

#### Director, Business Development

- Privately held, and employee funded, telecommunications company. Negotiated and executed two Wholesale Carrier Agreements with National Service providers.
- Represented the company in the business and association community and developed strategic business to business relationships.
- Responsible for the development and implementation of a partnership program intended to be used by non-profits, associations, and educational institutions as a fundraising vehicle.

**Special Olympics, Inc., Washington, D.C.** April 2001 – November 2002

#### Director, Planning

- Developed and implemented Global Operational Planning and Budgeting Process that included 5 regions spanning 72 countries resulting in a \$36M budget. Worked closely with Executive Team and Regional Managing Directors to implement and report on the process.
- Developed and implemented Budgeting and Expense Database capable of consolidating and reporting budget information.

**XO Communications, Inc., Reston, VA November 2000 – April 2001**

**Director, Planning and Analysis**

- Responsible for Domestic and European Planning of revenue, expense, and capital outlay for company with 6,000 employees worldwide and projected revenues in excess of \$1.4 billion dollars, operating expenses of \$1.1 billion dollars, and \$2 billion in capital expense. 10 direct reports.

**NETtel, Inc., Washington, D.C. June 1999 – October 2000**

**Director – Planning and Market Solutions**

- Established clarity around financial reporting of revenues and capital expenses for a start up telecommunications company. Worked with Vice President of Finance to develop format and materials for Executive Reporting. 4 direct reports.
- Directed and coordinated activities across the Marketing and e-Services Departments for product planning, analysis, and development. 3 direct reports.

**Teligent, Inc., Reston, VA October 1997 – June 1999**

**Manager - New Products**

- Developed new product Business Plans outlining product definition, operational requirements, market and competitive analysis, and project timelines. Prepared presentations for Executive review.
- Developed business case for product requiring \$15 million capital outlay. Received executive approval and capital budget allocation.
- Defined and launched Local Product offering for facilities based start-up wireless CLEC with services targeted toward small and medium sized business. Defined Products included Analog Lines, Standard Digital T-1s, full feature functionality for line side services, and OS/DA services.

**MCI, Inc., Atlanta, GA October 1996 – October 1997 Marketing**

**Manager - Local Service**

- Developed market specific customer segmentation assumptions and identified sales needs for development of pricing and promotions. Analyzed and assessed NPA/NXX requirements and implemented results with network engineering.
- Conducted focus groups with internal customers to validate existing product, promotions, and pricing offerings.
- Managed the design, development, and execution of field sales and service communications via an intranet website, MCI Business Library. Facilitated nationwide product, pricing, and promotion rollouts.

**BellSouth Advertising & Publishing Co., Atlanta, GA June 1994 – October 1996**

**Sales/ Marketing Consultant**

- Responsible for the sales and management of 360k in annualized advertising revenue. Consistently exceeded sales objectives.
- Product marketing liaison between BAPCO Corporate Marketing and Field sales offices for an ExportGuide directed toward Latin American businesses.
- Developed and implemented training documentation, support materials, and sales incentives for the sales organization.

**Children's Crisis Center, Jacksonville, FL April 1992 – April 1994**

**Case Coordinator – Multi-Disciplinary crisis intervention program**

- Assessed client needs and developed treatment recommendations, testified in dependency and criminal courts; liaison between Federal, State, and City agencies, provided sexual abuse training to Local and State agencies.

**ARTICLES**

“ACC Interventional Scientific Council: News and Views: Structure and Function of the ACC Interventional Scientific Council and Section”, Jeffrey J. Popma, MD, FACC, FSCAI\*, George D. Dangas, MD, PhD, FACC, FSCAI, Carl L. Tommaso, MD, FACC, FSCAI, Stephanie C. Bailes, ACC Staff Liaison to the Interventional Scientific Council. JACC: Cardiovascular Interventions, June 2008

**PROFESSIONAL MEMBERSHIPS & COMMUNITY INVOLVEMENT**

- Best Non-Profit from GNV Chamber of Commerce. 2019 – Best Museum, People's Choice Award through the Gainesville Sun. 2019 People to Know - Florida Trend Magazine/High Tech Corridor. 2020 Gainesville Chamber - Member Economic Development Council. 2020 Children's Movement of Florida - Regional Committee
- American Society of Association Executives (ASAE) – 2006-2010
- Women in Technology (WIT) – 2000-2005, Membership committee member
- University of Florida Alumni Association – various leadership roles, 2009 to 2015

**REFERENCES**

Available Upon Request