

Jeff Spitko

San Diego Zoo Wildlife Alliance has the largest zoological membership in the world. As Director of Membership, Jeff Spitko oversees the sales, marketing, and fundraising strategies for the organization's monthly giving sustainers, mass market donors, and membership base of approximately 450,000 individuals. These initiatives generate over \$50 million in annual revenue through various direct response channels.

Previously Jeff served as the Chief Marketing Officer at the Victory Fund & Institute, one of the nation's largest equality focused nonprofit organizations and political action committees. During his tenure at Victory, membership quadrupled, and annual revenue grew 111% through an expansion of brand recognition, increased prospecting efforts, and deeper engagement of current and lapsed donors.

Prior to moving to the nonprofit sector, Spitko was employed with Vanguard, an investment firm based in Malvern, Pennsylvania that manages approximately \$7 trillion in assets. Over his 16 years with the organization, Jeff served in various management roles within their participant communication, web services, and institutional marketing departments. Most recently, Jeff led digital marketing efforts for the Financial Advisor Division where he developed online strategies aimed at increasing brand loyalty and revenue.

Spitko's career also includes three years as a brand spokesperson on the QVC Network. In that position he served as the on-air representative during live broadcasts for several multimillion-dollar electronics corporations including Hewlett-Packard, Lexmark, Panasonic, Casio, GE, Pentax, and Fuji.

A native of Philadelphia, Pennsylvania, Jeff received his bachelor's degree in Communications from York College of Pennsylvania.

