

Jeff Spitko

Jeff Spitko is the Director of Membership & Audience Management for San Diego Zoo Wildlife Alliance, an international, nonprofit conservation organization with two front doors: the San Diego Zoo and the San Diego Zoo Safari Park. In his role, Jeff oversees the acquisition, retention, and cultivation campaign strategies for the organization's mass market donors, monthly giving sustainers, VIPs, and membership base of approximately 400,000 individuals. Since joining SDZWA in 2014, the annual revenue for these direct marketing programs has more than doubled from \$26MM to \$56MM.

Jeff previously served as the Chief Marketing Officer at the LGBTQ Victory Fund & Institute, one of the nation's largest equality focused nonprofit organizations and political action committees. During his tenure at Victory, donor counts quadrupled and annual revenue grew 111% through an expansion of brand recognition, increased digital prospecting efforts, and a deeper focus on loyalty 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 \$7.5 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 customer loyalty and revenue growth.

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 national 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.

