

SUSAN C. STEFFAN

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SUMMARY:

Proven business leader with extensive academic and industry experience in the fields of finance, managerial accounting, negotiations, and business planning. Skilled presenter, facilitator, and consultant looking to help organizations maximize effectiveness and profitability.

EXPERIENCE:

State University of New York at Buffalo, Center for Entrepreneurial Leadership (CEL) (Buffalo, New York) (January 2022 – present)

Executive Director

Responsible for all facets of CEL's programming to support entrepreneurs and foster increased economic prosperity in WNY. Role includes community outreach, fund-raising, strategic planning, financial oversight and public relations. Oversee a team of employees that deliver a variety of cutting-edge programming for entrepreneurs at all stages – from emerging start-ups to established multi-generational businesses. Drove 200+% increases in program enrollment, sponsorship dollars, donations, and social media impact.

Medaille University, Department of Business, Management & Leadership (Buffalo, New York) (1997 – 2021)

Associate Professor of the Practice (2017 – 2021)

MBA Program Director (2021)

Department Chair (2017- 2021)

Clinical Assistant Professor (2009 – 2017)

Adjunct Instructor (1997 – 2009)

Brian Shero Award Winner for Teaching Excellence and Campus Leadership – (May, 2019)

- Given annually to one faculty member who exemplifies excellence in teaching, mentoring, and campus leadership.

Courses Taught (online, on-ground, and hybrid; graduate and undergraduate):

Financial Accounting	Financial Analysis & Decision Making
Accounting for Planning and Control	Business Planning Capstone
Finance for Leaders	Accounting Analysis & Decision Making
Current Issues in Financial Accounting	Accounting for Performance Measurement & Budgetary Control
Negotiation and Consensus	

Developed curriculum for all accounting, financial and negotiation classes taught. Created blueprint templates and performed instructional design activities in Blackboard LMS. Coordinated community business plan development project, matching MBA students with local businesses to create a comprehensive business, expansion, or turnaround plan. Directed workforce development and community training initiatives. Developed new revenue streams through corporate and non-profit partnerships. Recognized expert on the needs of adult, online and non-traditional learners. Active on curriculum committees, Online Advisory Board, Academic Council, Post-traditional student retention team, and several ad-hoc committees. Chair of Faculty Budget Committee.

Saylor Academy, Washington, D.C. (2021- present)

Independent Contractor/Subject Matter Expert

Perform peer reviews and content revisions to build and improve Saylor's catalog of free online courses. Engagement contracts include reviewing existing courses, researching and incorporating new open education resources, revising and creating learning outcomes, improving course content, and ensuring the rigor and appropriateness of course exams.

Alden State Bank, Alden, NY (2020-present)

Director

Member of the Board of Directors for a growing community bank with branches in Alden, Lancaster, and Clarence, NY. Responsible for selecting, monitoring and evaluating management, establishing business strategies and policies, monitoring and assessing the progress of business operations, and establishing and monitoring adherence to policies and procedures required by statute, regulation, and principles of safety and soundness. Elected to membership on the Audit Committee.

Independent Consultant , Buffalo, NY (2002-present)

Incorporated as Steffan Solutions, LLC in 2016 (www.steffansolutions.com)

Provide workforce development to a variety of clients in the areas of finance, business planning, and negotiations. Work with the client to assess organizational needs, develop training support materials, and deliver content. Also offer consulting in operational improvements, strategic business planning and cost analysis.

Local Edge (formerly White Directory Publishers), a Division of Hearst Corporation, Buffalo, NY (2006 – 2009)

Senior Operations Analyst

Responsible for budget preparation and performance for operations, production, and facilities departments. Developed control systems to ensure performance to budget and Sarbanes-Oxley (SOX) compliance. Negotiated all office leases and vendor contracts. Approved expenditures and coordinated purchasing function for corporate headquarters and thirty-eight regional sales offices. Prepared cost estimates, implemented cost-control plans, and assisted in acquisition and new market analysis.

General Motors Corporation, Delphi Automotive Division, Lockport, NY (1990 - 1999)

Supervisor, Market Research and Business Planning

Promoted to supervisor of marketing and business planning groups in addition to responsibilities as Divisional Business Planner. Accountable for meeting divisional needs for customer, competitor, and market information. Expanded role also required developing systems and reporting structures to better coordinate marketing and business planning on a global basis.

Divisional Business Planner

Responsible for the coordination of the division's business planning process. Specific activities involved facilitating the development of the divisional vision, goals, objectives, and strategies, and leading a cross-functional, global team to prepare an integrated five year business plan. Also accountable for the preparation of the global strategic marketing plan, including identifying target products, customers, and markets.

Senior Marketing and Advertising Specialist

Coordinated world-wide marketing communications activities. Key elements included developing displays for 50+ international trade shows, conducting market research, planning events and conferences, developing and placing international advertisements, and creating literature and videos.

Senior Account Manager

Responsible for price negotiation, program timing, production readiness, and all customer satisfaction issues for a \$300 million account. Developed negotiation and customer service training programs for sales staff.

Commodity Manager

Controlled \$25 million in direct part purchases. Responsible for supplier selection, price negotiation, production readiness, part quality, delivery, and all supplier activities.

PUBLICATIONS:

Klostermann, K., Mignone, T., **Steffan, S.**, & Mahadeo, M.. (Invited). Supervision in psychotherapy: clinical considerations and recommendations for improving the supervisory process and enhancing professional development. *ARC Journal of Addiction*. 3(2): 2019

Steffan, S., & Klostermann, K. (Invited). Process improvements in the behavioral healthcare setting. *Addiction Medicine & Therapy*. 2019

Klostermann, K., **Steffan, S.**, Mignone, T., & Weeks, W. (Invited). Psychology and the leadership void: a call for formal leadership development. *Forensic Science & Addiction Research*. 3(2): 2018

Klostermann, K., **Steffan, S.**, Mignone, T., & Weeks, W. (Invited). Diffusion of new treatments in community practice: Recommendations for implementation. *Forensic Science & Addiction Research*. 3(5): 2018

Mignone, T., **Steffan, S.**, Weeks, W., Klostermann, K., & Persessotti, M. Psychology and mental health practice: A crisis of leadership. *Psychology & Psychological Research International Journal*. 3(3): 2018

Steffan, S., & Klostermann, K. (Invited). Performance measurement in behavioral healthcare centers. *SM Addiction Research & Therapy*. 2(1): 2018

PRESENTATIONS & WORKSHOPS:

Finance for Non-Financial Managers - Center for Entrepreneurial Leadership/SUNY Buffalo, 2012-present – multiple times per year

Mastering the Art of Negotiation: Strategies for Business Bankers – presented to M&T national business banking team 2024

Income Statement & Balance Sheet Basics – Entrepreneurial Assistance Program –2009-present, twice/year

Negotiating for Business & Personal Success – presented to Next Level Leadership Conference: twice/year; 2024, 2025

Negotiating for Business & Personal Success Webinar I and II– presented to UB Alumni Association 2024

The Art of Negotiation – presented to Kaleida Nurses Executive Meeting – 2022

Finance for Non-Financial Managers - Critical Leadership Skills Development Class, Speaking of Strategy - 2020, 2021

All Rise: Developing Your Negotiation Skills – Buffalo Niagara Partnership – Workshop, 2019

BN360 Legal Briefs: The Art of Negotiation – Buffalo Niagara Partnership – Panel Discussion, 2018

Negotiating for Business & Personal Success – Buffalo Chapter, Project Management Institute – Breakout Session, 2017

Finance for Non-Financial Managers – Buffalo Chapter, Project Management Institute – Breakout Session, 2017

Financial Literacy – Kenmore-Tonawanda Chamber of Commerce – 2017

Financial Literacy – Superior Group – Employee Training Session – 2012

EDUCATION:

Masters of Business Administration, Summa Cum Laude; G.P.A. 4.00/4.00

State University of New York at Buffalo

Corporate Finance Concentration, M&T Fellow

Charles H. Diefendorf Award winner – presented to the student who made the greatest contribution to the field of finance.

Bachelors of Science, Management, Summa Cum Laude; G.P.A. 3.99/4.00

State University of New York at Buffalo

Psychology Minor

OTHER SKILLS:

- Online Educational Resources Part I & II certifications, Online Learning Consortium (March, 2020)
- Blended Learning Mastery Certificate, Online Learning Consortium (May 2019)

- Advanced Online Teaching Certificate, Online Learning Consortium (Dec. 2016)