

ARTHUR STARKOVICH

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(916) 202-6861

SUMMARY

Over 32 years progressive and diverse project and program management, government affairs, marketing, and communications experience. MBA in general management and marketing, with emphasis in science and technology management.

EXPERIENCE

Government Affairs Representative

Public Information Specialist

Sacramento Municipal Utility District

1990-present

Responsible for government relations, community engagement, marketing, public relations, and outreach activities. Serve elected SMUD Directors and executive management. Cultivate and maintain cooperative working relationships externally with elected and appointed officials and their staff members, business and community leaders, customers of all rate classes, and representatives of the District's various communities, and internally with all levels of District Board, management, and staff.

Legislative and Regulatory Affairs Department

- Plan, develop, implement, and support partnerships and relationships with local government elected and appointed officials, staff, and business and community leaders
- Plan, develop and implement SMUD business and communication initiatives and strategies
- Collaborate with SMUD federal, state, regulatory, environmental, and economic Development staff
- Represent SMUD positions before local government and other external stakeholder entities

Government and Community Affairs and Economic Development Department

- Developed, managed, and marketed SMUD's Speakers Bureau, Ambassador Program, Volunteer Program, Board of Directors Outreach Program, and Stakeholder Forum Project
- Represented SMUD with elected and appointed officials, staff, chambers and business associations, community leaders, and commercial, industrial, and residential customers
- Supported elected SMUD Directors' Roundtables, community meetings, and other activities
- Coordinated and facilitated large and small group meetings between diverse internal and external stakeholders, and presented on behalf of SMUD
- Planned and managed department budget, developed and reported on department strategic goals and objectives, served as IT coordinator and security administrator

Media and Marketing Services Department

- Designed, developed, and implemented direct mail and multimedia campaigns
- Created, wrote, produced, and distributed marketing and public relations materials
- Researched, recommended, designed, and coordinated trade shows and public workshops

Community Affairs Department

- Wrote and edited over 100 speeches for general manager and elected SMUD Directors
- Developed presentations, recommendations, white papers, and briefings for executives
- Served as SMUD spokesperson and 24-hour on-call to media and executive management

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Director of Marketing and Public Relations

Assistant Director of Marketing and Public Relations

Sacramento Symphony Association

1985-1989

Planned, implemented, and managed all marketing and public relations activities for orchestra performing over 175 concerts and events each year. Supervised department staff of three, ticket office staff of three, and in-house telemarketing staff of 15.

- Achieved and maintained 50% annual growth in single ticket sales and 25% annual growth in subscription ticket package sales
- Initiated telemarketing program, flexible subscription packages, and summer season marketing
- Developed and negotiated co-sponsorships and promotions
- Created and administered audience surveys, analyzed results, and conducted focus groups
- Managed “crisis public relations activities” during labor dispute and 17-week work stoppage

PROJECT MANAGEMENT

Reengineering Team Lead, SMUD SSS Reengineering Project

2005-2006

Selected a multi-disciplinary seven-member team of SMUD employees and planned and managed all activities of a reengineering process (from as-is to to-be and final report to executives) focused on the SMUD Triple S.

Inclusion Action Team Lead, SMUD

2004-2007

Led three- and eight-member core teams, and larger cross-departmental teams, in planning and producing large-scale District-wide events, and planning, managing and implementing a variety of ongoing education and entertainment programs and event series.

LEADERSHIP

Leadership Citrus Heights

Class of 2017

Building Leadership Talent Program, SMUD

Class of 2008

Leadership Sacramento, Sacramento Metro Chamber

Class of 2004

BOARDS and VOLUNTEER ORGANIZATIONS

Citrus Heights Chamber

Board Chair

2016-2017

Government Issues Committee Chair

2013-present

Director

2013-present

Regional Water Authority Board, SMUD Representative

2009-present

Boy Scout Troop 310

Liaison with Sponsoring Organization and Committee Member

2010-2016

Assistant Scoutmaster and Merit Badge Counselor

2007-present

Transportation Management Association 50 Corridor Board Member

2017-present

EDUCATION

Master of Business Administration, University of California, Davis, 1997

Marketing and General Management concentrations, Science and Technology emphasis

Graduate Studies, California State University, Sacramento, 1984-1986

English and Secondary Education

Bachelor of Arts with Honors in Sociology, California State University, Sacramento, 1983

Exchange Student and University Prize Winner, Bishop's University, Quebec, Canada, 1981-1982