

John H. Kennedy

John Kennedy is Vice President of Sales for SafetyServe.com, the leader in online safety training. John leads the organization and all of its sales and marketing functions in designing and implementing company-wide strategic strategies targeting both the public and private markets. SafetyServe.com has over 1,500 corporate customers in virtually every industry. All departments in the federal government, scores of state and local agencies, and hundreds of thousands of consumers use SafetyServe.com's online products and services.

Prior to joining SafetyServe.com, John served as the executive director of the Illinois Association of Chiefs of Police, an organization whose mission is to promote the professional and personal development of law enforcement professionals through innovative services, training, and camaraderie. Under his leadership, the ILACP increased net revenues by 40% in less than one year, total revenue by 300% in less than three years, and obtained and directed the delivery of \$1.4M in highway traffic safety grants. John also served as the executive director of the Illinois Association of Chiefs of Police Giving Foundation, a charitable organization that raises public awareness and resources to support the needs of our most vulnerable population, fostering public safety through community building, education and outreach. Through fundraising, corporate sponsorships, and broad expertise, the ILACP Giving Foundation enriches the lives of those who might not otherwise be able to protect themselves.

Prior to that, John enjoyed a 30-year public service career at the National Safety Council, an organization whose mission is to save lives and prevent injuries. Under his leadership as vice president of education and programs, he directed NSC's business unit's initiatives to develop and promote programs and services in the areas of workplace safety, transportation/traffic safety, and distracted and teen driving. John guided business unit directors in establishing key objectives, strategies, measurements and oversaw the strategic planning process. He supervised and coached 100+ staff members from administrative to executive levels across six diverse business units and managed an annual budget of \$40M and grants of \$1.5M.

John holds a bachelor's degree from Illinois State University and an MBA from the Jacksonville University (Florida). He is a Board member of the National Education Center for Agricultural Safety, and a member of the Illinois Association of Chiefs of Police, Association Forum of Chicago, Illinois Society of Association Executives, American Society of Association Executives, and Lions Club International.