

# FRED ASCHER

---

3291 SAWTELLE BLVD #202

LOS ANGELES, CA 90066

Mobile (310) 435-1465

fredascher@gmail.com

## SUMMARY

Bringing a deep well of knowledge in Legal, Human Resources, Training, Fundraising, and Public Relations. Fred Ascher is the perfect **FIT** for your firm, defined as:

- **F**ocused on staying on-message, completing projects on-time with excellent follow-through.
- **I**nvested in building and expanding a firm's brand with product knowledge and effective communication with internal associates and external clients and vendors alike.
- **T**rustworthy to represent the values and foundation of a company that builds upon and expands its reputation.

## SKILLS AND QUALIFICATIONS

- Exceptionally strong communication, interpersonal, leadership and organizational skills including integrating important company guidelines into all training materials and programs. Ability to interact efficiently with executives, new hires, staff members, customers and suppliers.
- Extensive experience as a corporate trainer spanning the decades of Fred's work life. His most recent responsibilities as SAP's Legal Operations Manager oversaw bi-weekly training in two sessions per day, training more than 500 attorneys and related associates in special video conference calls and archiving and updating these sessions for more than four years.
- Creative, out-of-the-box thinker who can lead and implement complex software systems, including contract management and customer relations databases.
- Successful manager with many years' experience in leadership and training in call centers.
- Able to aggregate and analyze data from multiple sources and report concisely on conclusions.
- Deadline sensitive self-starter with the ability to juggle shifting priorities and shifts in project urgency.
- Commitment to workplace diversity, confidentiality and correct communication skills.
- Strong Human Resources background spanning three decades, with expertise and knowledge for compliance with employment laws in all 50 states.
- Experienced and familiar with laws and programs involving COBRA and HIIPA.
- A Designated Agent for the Department of Homeland Security with E-Verify and state-by-state employment law compliance.
- Master skills using payroll programs such as ADP and Kronos and how they integrate with benefits programs, especially Covered California and other state-specific health insurance hubs.
- Sensitive with processes involving progressive discipline, interviewing, coaching and benefits planning for employees at various levels within a company.
- Expert proficiency in using Microsoft Office programs (Excel, Word, PowerPoint, Publisher), Brainshark (a software that brings music and words to a PowerPoint presentation), and a number of contract and document management systems.

## **RELEVANT WORK EXPERIENCE**

**Interim Human Resources and Office Manager**  
NATIONAL FOSTER YOUTH INSTITUTE, Los Angeles, California

**June 2018-April 2019**

### **Duties and Responsibilities**

- Hired as the Interim Office Manager by the Board to refine office practices, processes, and procedures, to implement new fundraising tool, and to manage the annual fundraiser to ready NFYI for the implementation of the next phase of its Strategic Plan.
- Coordinated and executed all logistics for a major fundraiser in October 2018, including venue management, donations management, program implementation, public relations and promotion, event video and multimedia presentations, creating awards, honoree handling and any other details required for a successful event.
- Provide daily management of the office locally as well as a second office in Washington, DC.
- Onboard new hires and contractors, managing all aspects of HR requirements in full compliance of local, state and federal laws. Responsible for expenses, ADP payroll, Covered California benefits, COBRA, HIIPA, and all aspects of employee documentation, discipline and communication.
- Develop and maintain new CRM system, Neon, to streamline fundraising program and develop prospects.
- Serve as liaison with active Board of Directors.
- Maintain multiple calendars and travel schedules for Board members and senior staff on East Coast.
- Provide support for National Director with organization's budget and planning for 120-attendee major event scheduled for May 2019.

**Senior Legal and Executive Assistant      December 2017-June 2018, April 2019-Present**

ROBERT HALF LEGAL STAFFING, Los Angeles, California, and Honolulu, Hawaii (on assignment)

### **COMPANIES INCLUDE:**

**Bush-Gottlieb**, Los Angeles (December 2017-January 2018, April-July 2018)

**Hawaii Gas**, Honolulu (January-April 2018)

**Curacao**, Los Angeles (April 2019-Present )

### **Duties and Responsibilities**

- Through a staffing agency providing help to law firms, responsible for providing legal support to high-profile labor attorneys in a fast-paced environment.
- Required to jump in to busy office, ready to start at 100% from Day One.
- Successfully managed busy schedules, perpetually being changed and updated, including meeting preparation, travel arrangements, and party planning.
- Maintained confidential legal files in iManage within complex filing system successfully.

**Legal Operations Manager/Office Manager**

**December 2010-January 2017**

SAP SUCCESSFACTORS, South San Francisco, California, and Los Angeles, California

KMS SOFTWARE COMPANY, LLC, Century City, California, acquired by SAP SuccessFactors in 2013

### **Duties and Responsibilities**

- Handled multiple deadlines and maintained the schedules of supported executives and local attorneys.
- Updated contracts and contract management portal while being responsible for maintaining database of legacy contracts from SuccessFactors and KMS Software Company.
- Conducted, planned and executed bi-weekly one-hour training sessions for international team of lawyers via international video-sharing technology. There would be two sessions for day, and after each call, the recording of the presentation is posted on the intranet company portal.
- Served as an effective master gate-keeper for executives.
- Arranged international travel arrangements and expense report.

## **Executive Assistant/Publicist**

JOAN LUTHER & ASSOCIATES, Beverly Hills, California

**October 2007-December 2010**

### **Duties and Responsibilities**

- Busy public relations firm with a client base of celebrity chefs and high-end restaurants; responsible:
  - Bringing Joan Luther & Associates into 21<sup>st</sup> Century with creating Electronic Press Kits (EPKs) to replace cumbersome mailings.
  - Created all external communications, including press kits and general press releases.
  - Initiated and managed the firm's social media strategy, including shifting the distribution of press releases from faxes and mailings to an electronic distribution system.
  - Actively pitched and achieved new clients for the firm on a regular basis; in the first five months at Joan Luther, we increased monthly billings from about \$13,000/mo. to \$30,000/mo.

## **OTHER IMPORTANT HR AND TRAINING EXPERIENCE**

### **Customer Service Team Lead**

JEWELRY TELEVISION, Knoxville, Tennessee

**September 2004-October 2005**

### **Duties and Responsibilities**

- Provided assistance for elevated customer service calls to help resolve issues for 25 direct reports, 75 indirect reports in the Jewelry Television Cell Center.
- Created weekly newsletter, *Customer Service Report*, usually four to eight pages, with product updates, training materials and other information to underscore a team spirit in Customer Service, including weekly interviews with various staff members.
- Introduced new guidelines in Customer Service to give more discretion for the front-line people to resolve issues in a manner to Keep the Customer Shopping! By increasing the amount that a customer could receive in a refund with escalating the call to a Team Lead from \$100 to \$500 and teaching various techniques to improve staff listening skills and improve empathy, the rate of customers returning to shop more increased by 85% in the first quarter of 2005.
- Maintained relationships with "regular" shoppers who spent tens of thousands per year, providing personalized service and special discounts.

## **Director of Operations**

WE DELIVER, Marina del Rey, California

**February 2002-September 2004**

### **Duties and Responsibilities**

- Managed the busy office of a small, growing food delivery on Los Angeles' busy westside, especially Marina del Rey and surrounding areas.
- Hired, vetted, trained and dispatched 50 drivers to service 85 restaurants in West L.A. Drivers were staffed at the busiest restaurants while some "floated" in areas of less-busy eateries. They were dispatched to various locations via walkie talkie.
- Took calls from restaurant partners when driver was needed.
- Managed small call center with one employee who also accepted calls and took orders on behalf of restaurants at a special line created to help the busier restaurants.
- Built and maintained database with all the restaurant's menus for the small call center.

## **Training Supervisor**

PRINCESS CRUISES, Los Angeles, California

**January 1990-August 1996**

### **Duties and Responsibilities**

- Managed 4-week new hire training classes and on-boarding duties for groups of new hires.
- Responsible for maintaining and updating new hire training collateral in an ever-changing travel industry.
- Conducted weekly training meetings for 225 reservations agents to provide support, customer service updates, and new product information.
- Maintained the company's information database of port cities, product areas and cruise ship information as a reference point for global company.
- Led information tours on cruise ships when docked in Los Angeles pier for new hires, company leadership and travel agent partners.

## **MAJOR PHILANTHROPIC EXPERIENCE**

### **Executive Assistant/Fundraiser**

CEDARS-SINAI MEDICAL CENTER, Los Angeles, California

**February 2006-January 2008**

### **Duties and Responsibilities**

- As lead Executive Assistant, responsible for mentoring new assistants hired and providing support to them as well as to the fundraising executives. Created training materials and support for other administrative support staff members.
- Provided direct support to Director, Community Relations, with emphasis on scheduling meetings and retreats, drafting letters and taking detailed Board minutes and meeting notes, THEN turning these meetings into PowerPoint presentations.
- Responsible for creating the donor solicitation packets and communicating with donors, doctors and Cedars-Sinai leadership at all levels. Maintained donor database and directly managed fund-raising events convened for the benefit of the hospital.
- Worked directly with the Brain Trust, a group of donors, to raise more than \$5 million for the Johnnie L. Cochran, Jr. Brain Tumor Center.

### **Assistant Director of Development**

CITY OF HOPE, Los Angeles, California

**August 1998-November 2002**

### **Duties and Responsibilities**

- Organized and coordinated all aspects of fundraising campaigns for major industry groups, including National Home Furnishing Industry, Los Angeles Real Estate Industry and California Insurance Association.
- Maintained dual role as right-hand support to the department Director while overseeing the work of the departmental staff.
- Created full-year corporate goals, campaign budget and marketing plan.
- Coordinated mailing lists with volunteer companies, oversaw mass mailings and closely monitored responses and follow-through to mail campaigns.
- Managed events; from finding the venue to working with event planners and caterers.
- Tracked donor pledges and helped facilitated collections as needed.

## **EDUCATION**

Bachelor of Science, Communications

University of Tennessee, Knoxville, Tennessee, with High Honors