

**Contact:** *Denise D. Resnik*  
*DRA Collective*  
*602.956.8834, x 111*  
*Denise@DRACollective.com*

## **Experience Matters Appoints Silicon Valley Entrepreneur as New CEO**

**PHOENIX (October 20, 2016)** – [Experience Matters](#), a nationally acclaimed Phoenix-based organization that connects experienced adults with nonprofits to apply their talents and resources, has appointed Eric Eilertsen as its new CEO after a seven-month national search. He begins Nov. 1.

Eilertsen, 59, previously served as the president of retail and consumer Electronics for SmartStory.com, a Silicon Valley (San Mateo, Calif.) startup he cofounded that provides a customer and patient e-commerce video platform for health care providers.

He also founded ETI Consulting in 1991. The Memphis-based company provides C-level advice on commercializing unique intellectual property and technology developed by Fortune 100 companies.

Eilertsen will help Experience Matters expand its reach both locally and nationally. Since its inception in 2009, Experience Matters has matched 846 volunteers with 570 nonprofit organizations in Maricopa County. It also has raised more than \$4.5 million in philanthropic dollars and contributed more than \$20 million in human capital to our community.

“I’ve always intended to invest the second half of my career in giving back to the community and sharing my corporate and operational leadership skills,” Eilertsen said. “Experience Matters has a solid and impressive foundation, and significant opportunity to leverage the underutilized talent pool of Baby Boomers. I’m excited to be part of its next big chapter, significantly expanding its services, programs and network.”

Eilertsen brings 25 years of experience serving as a CEO or COO for privately held companies, diverse experience in executing strategic business plans and extensive experience in fundraising donations and raising capital.

He served as an executive consultant for the Kroger Co. in Cincinnati from 2008-2013.

From 2005-2008, he was CEO of Warehouse86.com, an e-commerce software and reverse logistics company in Phoenix with patented algorithms for identifying and returning lost packages. He also

served as the CEO Of BMI Development Co., an investment management and development company, in Scottsdale from 1997–2005.

“Eric has a vision for growing Experience Matters’ marketing, social media and technology solutions. He has a proven track record of taking ideas to scale and providing exemplary leadership,” said Todd Hornback, Experience Matters Board Chair and DMB executive director of community life.

A selection committee, led by Hornback and Experience Matters Vice Chair Laurie Buczek, conducted the search.

Eilertsen replaces current CEO and Experience Matters founder Nora Hannah, who announced her planned transition in late March 2016. Hannah established Experience Matters seven years ago with the support of the Virginia G. Piper Charitable Trust and the Arizona Community Foundation.

Eilertsen has served on the Board of Directors for Habitat for Humanity, the regional Board of Boy Scouts of America, and the advisory Board for Arizona YMCA, among other organizations. He earned a bachelor’s degree in business administration from the University of Mississippi.

He lives in Scottsdale with his wife, Kathy. They have two sons.

### **About Experience Matters**

Recognized nationally as a groundbreaking initiative, Experience Matters’ vision is to effect lasting social change via a movement that changes the face of civic engagement and has the potential to transform the structure and sustainability of hundreds of nonprofits throughout Maricopa County. Experience Matters connects passionate individuals with nonprofit organizations and supports the organizations as they receive the talent. For more information, visit [www.experiencemattersaz.org](http://www.experiencemattersaz.org).