

# Wayne Elsey

**Head Coach/CEO at Elsey Enterprises**

Orlando, Florida Area, FL, US

Head Coach/CEO of Elsey Enterprises

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## **Description**

Wayne Elsey is the Founder and CEO of Elsey Enterprises (EE), a company that works with schools, PTA/PTO organizations, churches, nonprofits, social enterprises, civic groups and for-profit businesses on strategy, branding, development and fundraising and education via the following independent brands:

• str@tegiic - focusing on leadership and business strategy

• Funds2Orgs - a social enterprise, with subsidiary brands, Sneakers4Funds and Shoes With Heart, that enable nonprofit organizations, civic groups, businesses and other to raise funds while helping to support micro-entrepreneurs in developing nations and the environment."

• SocialGoodU - an online university for non-profit education

• Not Your Father's Charity (NYFC) - a forum that enables social entrepreneurs, philanthropists, non-profits, the media and general public to learn how to succeed in 21st Century social enterprise.

Additionally, Wayne is also a highly sought and dynamic public speaker and authority on topics related to leadership, branding, social activism, motivation, and community engagement. His network appearances include: NBC Nightly News, Good Morning America, Today Show, & Fox News. He is also the author of "Almost Isn't Good Enough".

Prior to establishing Elsey Enterprises, Wayne was the CEO of Soles4Souls, which is a nonprofit he founded and turned into a \$74 million organization in fewer than five years to help ensure that individuals in developing nations have access to shoes, which are necessary for hygiene, medical reasons, going to school and being able to work.

Wayne got started in business in the footwear industry at the age of 15. He went on to develop in the field in various positions in manufacturing, management, sales and marketing. He served as President of Kodiak-Terra USA and as President and CEO of Footwear Specialties International (FSI) and grew the revenue 400 percent during his five-year tenure.

He has traveled extensively and continues to seek ways to make a difference on society and innovate new ways of doing business. During his spare time, Wayne enjoys water sports and the beach, travel and especially time with his family and young grandchildren.

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## **Availability**

Keynote, Panelist, Workshop, Author Appearance, Corporate Training

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## **Industry Expertise**

Corporate Leadership, Advertising/Marketing, Consumer Goods, Direct Marketing, Footwear, Fund-Raising, Management Consulting, Non-Profit/Charitable, Outsourcing/Offshoring, Philanthropy

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## Topics

Public Speaking, Public Relations, Marketing Strategy, Non-Profit Marketing, Nonprofit Leadership, Motivation, Leadership, Corporate Leadership, Marketing, Strategic Planning, Non Profit, Charity, Human Capital Development, Non-Profit Leadership, Nonprofit Marketing, Board Development

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## Affiliations

MDRT, Feed the Children, Willow Creek Association, Soles4Souls

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## Sample Talks

### Get Off The Couch

Learn the 7 Grip & Rip Principles so you can get a handle on your life. Wayne has developed these principles after learning what it takes to be successful, and he shares them with you. He also talks how these 7 principles can be adapted to deal with your relationships, beginning with yourself. It then follows through on your relationships with your family and co-workers. Finally, Wayne helps you understand how to apply the 7 Grip & Principles to money and work so you can find the path to living your destiny, as you want to live it.

### Rise and Fall of the Social Sector in the 21st Century

Running a nonprofit or social enterprise should parallel any for-profit company, but not according to cultural expectations. The enormous disruption that is happening in the charitable and philanthropic sectors because of technology is changing the dynamics of the industry. Learn how to stay ahead of the curve. During this presentation, Wayne discusses the philosophy and practice of each of these elements and offers an extensive Q& A session.

### Almost Isn't Good Enough

In this presentation, Wayne walks through his story as a corporate executive that left the glamorous corporate world to start a new social enterprise venture. This presentation focuses on identifying people as drivers of their destinies who have the capacity to change the world. We must demand more from ourselves because almost, simply, isn't good enough. We know people are hurting and suffering near us and around the world. This motivational talk will challenge you to do something that matters today. You'll leave inspired to get off the couch!

### Digital Marketing and Social Media

Digital marketing and social media for a small business, social enterprise or nonprofit can be the quickest, most efficient way to tap into a wealth of supporters and followers. Dive deep into digital marketing. Learn the current tools Wayne and his team use for his businesses. Understand how to successfully engage people on everything from your website to your social media accounts.

### The Power of Brand Simplicity

After a stellar career in the footwear industry, Wayne learned the importance of driving a brand. Wayne discusses how the simplicity of the brand is what has propelled the success of his companies and organizations. The steps to simplicity will be explored as a way of maximizing the success of any company, organization or cause.

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## **Past Talks**

**Almost Isn't Good Enough**  
MDRT

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## **Education**

**Stafford High School**

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## **Accomplishments**

### **Founder - Soles4Souls**

Soles4Souls became one of the fastest-growing nonprofits in the country and resides in the top 1% of nonprofits in the US. From New Orleans to Nepal, Soles4Souls distributed more than 17 million pairs of shoes in more than 129 countries around the world.

### **President- Kodiak Group Holding CO.**

Developed and implemented the US roll out of a heritage brand based in Canada. This included marketing, product, operations and setting up the operation in Tennessee.

### **CEO-FSI**

Developed and implemented the overall marketing, operation, product and financial strategy to poise the company for growth after several tough, upstart years. We completely revamped the entire strategy to better position the company for the future.

### **Executive VP Business Development- Weinbrenner Shoe Company**

Managed and developed incremental opportunities to expand the companies profitability.

### **Exec VP of Business Development- EJ Footwear Group**

Worked closely with CEO and Divisional Presidents to identify, develop and implement strategies to offer incremental revenue to the company.

### **Regional Vice President- Stride Rite**

Developed and managed District, Store and sales associates throughout the region generating record top line sales and profitability. Developed strong team and enhanced the operations by new systems and strategies that were implemented company wide. Noted at the youngest VP of Stride Rite at that time.

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## **Testimonials**

**Fiona Odumosu**

“Wayne Elsey was an impactful speaker who motivated thousands of our global conference attendees to stand up and make a difference. His personal story of perseverance and compassion resonated with our diverse group of professionals, and reminded everyone that we all do matter!”

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