



Joe Shelley is a Partner with Harvest Business Advisors, LLC. He has over 25 years of executive management experience in the engineering and financial services industries. He was the founding CEO of Commercial Risk Services, an engineering and risk analysis firm with over 1,000 professional staff and \$650 million in annual revenues serving clients in North America, Europe and Asia from its New York City headquarters. Joe started his career as a Field Engineer evaluating the risk potential of high-value industrial plants. In 1999, Joe pursued his passion for art as the President and CEO of the Huntsville Museum of Art, an accredited, exhibiting, collecting and educational museum of fine art. At the Museum, Joe directed a major new building campaign for \$7 million, an endowment campaign for \$6 million, and annual operational fundraising of \$2 million. This experience allowed Joe to apply his business management skills to the non-profit sector.

From engineer, to business manager, to CEO, Joe brings a rich and varied background to his consulting – a background ranging from technical information services to business-to-business firms. Joe's experience and skills include:

- CEO of a large business-to-business technical services firm.
- Growing a regional information services firm into a multinational enterprise through mergers & acquisitions.
- CEO of a cultural center for a Southeastern community.

Joe lives in Madison, AL with his wife, Sheila, who is President and CEO of their county's volunteer center. He is a member of the Huntsville/Madison County Chamber of Commerce, and the Huntsville Rotary Club. He serves on the Executive Boards of the ALS Assn. of Alabama and the Semper Fi Community Task Force. Joe is a lifetime runner, outdoor sports enthusiast, and active in his community's cultural institutions.

Areas of Specialization

- Strategic, Business and Financial Planning
- Market Assessment
- Business Combinations
- Alliance Development
- Operations Management
- Turnaround Management
- Major Capital Fundraising Campaigns

Education & Military Experience

- University of Maryland, College Park, MD
BS, Engineering
- University of Pennsylvania, Wharton School, Philadelphia, PA,
Executive MBA Program
- US Marine Corps –
Artillery Officer –including one year in Republic of Vietnam during Vietnam War

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