

Economic Development Authority

Vacancy Chart

As of

May 12, 2019

The Economic Development Authority shall be governed by a board of directors in which all powers of the authority shall be vested and which board shall be composed of seven directors. (Code of Virginia § 15.2-4904)

Each Director of the Economic Development Authority shall be a resident of the City...Of the authority's seven directors, one shall be a member of the residential, commercial or mixed use development community, one shall be a member of the banking, lending or financial services community, one shall be a member of the Virginia State Bar, and one shall be a certified public accountant licensed by the State. The remaining directors may but need not necessarily belong to one of the groups set forth in the previous sentence so long as their qualifications provide a positive benefit to the authority. (Code of the City of Richmond § 2-759)

(Assigned to the Finance & Economic Development Standing Committee)

Member	Patron	Expiration Date	Eligible for Reappoint.	Interested in Reappoint.	Qualification
Julious P. Smith (resigned)	All members of Council	Resigned – Effective 01/31/2019	-	-	Citizen

Contact:

Sharon Kerrick, Director of Operations

Economic Development Authority

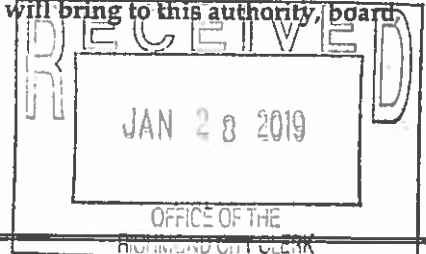
(804) 521 – 4002

Sharon.kerrick@richmondeda.org

City of Richmond, Virginia
City Council
Authorities, Boards, Commissions and Task Forces Application

(Please Print or Type)

Name of Authority, Board, Commission or Task Force: Economic Development Authority	
Title: Mr. <input checked="" type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Miss. <input type="checkbox"/> Dr. <input type="checkbox"/> Other: <input type="checkbox"/>	
Last Name: DICKINSON	First Name: MICHAEL
Home Street Address: 3717 PATTERSON AVE	Home Telephone: 804347 7589
Home City, Zip Code: RICHMOND 23221	Home Fax: -
Personal E-Mail Address: MDICKINSON2112@GMAIL.COM	
Employer: BLACKCAT EVENTS	
Job Title: MARKETING	How Long? 4
Business Street Address: SAME	Business Telephone: -
Business City, Zip Code: -	Business Fax: -
Business E-Mail Address: -	
Is your place of employment located in the city of Richmond? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Is your place of employment located in the county? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, which county?	
Are you a city resident? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, which City Council district? Number of years? 11	
Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If yes, please provide information on the nature of the contract. -	
Please list your educational background and/or other expertise or qualifications you will bring to this authority, board, commission or task force: B.S. VCU CRIMINAL JUSTICE M.S. VCU Public Planning Ph.D. VCU Public Policy Coursework	



NOTE: This application is a public document. Completed applications will remain on file for consideration for six (6) months at which time it must be updated.

Office of the City Clerk, 900 East Broad Street, Suite 200, Richmond, Virginia U.S.A. 23219
Telephone: (804) 646-7955 • Fax: (804) 646-7736
www.richmondgov.com/cityclerk



**City of Richmond, Virginia
City Council
Authorities, Boards, Commissions and Task Forces Application**

<p>List other city of Richmond authorities, boards, commissions or task forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.</p>	
Entity: _____	Office(s) Held: _____
Date(s) Served: _____	Office(s) Held: _____
Entity: _____	Office(s) Held: _____
Date(s) Served: _____	Office(s) Held: _____
Entity: _____	Office(s) Held: _____
Date(s) Served: _____	Office(s) Held: _____
<p>Other community involvement:</p> <p style="font-size: 1.2em; font-family: cursive;">Cousade for Voters Member</p>	
<p>OPTIONAL Please list additional information you would like considered, or you may attach your resume or other information.</p> <p style="font-size: 1.2em; font-family: cursive;">Want to help city</p>	
<p><input checked="" type="checkbox"/> Check this box if your resume is attached.</p>	
<p>How did you hear about or who referred you to apply for appointment to this authority, board, commission or task force?</p> <p style="font-size: 1.2em; font-family: cursive; text-align: center;">online</p>	
<p>Signature: _____ Date: <u>1/9/19</u></p> <p style="font-size: 0.8em; text-align: center;">(By signing, forwarding or otherwise transmitting this form, you certify that all information submitted for consideration is true and accurate to the best of your knowledge)</p>	

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Michael Dickinson

3717 Patterson Ave

Richmond, Virginia 23221

Contact: Phone: (804) 347 7589 Email: Mdickinson2112@aol.com

Education:

VCU, 98-02, Bachelors, Criminal Justice

VCU, 03-05, Masters, Urban Planning VCU, 05-08, PhD, Public Policy

City of Richmond, VA: Citizens Police Academy, 2016

City of Richmond, VA: Citizens Public Works Academy, 2017

Work Experience:

Blackcat Events LLC (2015-Current): Organize and execute events

Washington Redskins (2016, 2017): Camp Ambassador, NFL

Petersburg Generals (2016): Equipment Manager, Coastal Plain League, Baseball

Michael Robinsons Football Camp (2016-2018): Camp Assistant, NFL

Washington Nationals (2014, 2015): Spring Training Clubhouse Assistant, Baseball.

Richmond Bars INC. (2007-2016): Restaurant Operations Partner San Francisco Giants (2006): Minor league spring training clubhouse assistant, MLB

Kannapolis Intimidators (2005): Clubhouse Manager, MiLB

Milwaukee Brewers (2004): Minor league spring training clubhouse assistant, MiLB

Best Western Hotel, 00-03, front desk

VCU 98-04, Tutor to student athletes

Professional Organizations:

Mt Vernon Condo Association, Board of Directors, 2011-2015

NAACP, 2015- Current

Richmond Crusade for Voters, 2014-Current

West End Cat Rescue, 2014- Current



City of Richmond, Virginia
City Council

Authorities, Boards, Commissions and Task Forces Application

(Please Print or Type)

Name of Authority, Board, Commission or Task Force: ECONOMIC DEVELOPMENT AUTHORITY	
Title: Mr. <input checked="" type="checkbox"/> Mrs. <input type="checkbox"/> Ms. <input type="checkbox"/> Miss. <input type="checkbox"/> Dr. <input type="checkbox"/> Other:	
Last Name: Feinman	First Name: Evan
Home Street Address: 3204 Kensington Ave	Home Telephone: 434-509-8522
Home City, Zip Code: Richmond, VA 23221	Home Fax:
Personal E-Mail Address: efeinman@gmail.com	
Employer: Commonwealth of Virginia	
Job Title: Executive Director / Chief Broadband Advisor	How Long? 5 years / 1 year
Business Street Address: 701 E. Franklin St., Suite 501	Business Telephone: 804-894-9673
Business City, Zip Code: Richmond, VA 23219	Business Fax:
Business E-Mail Address: efeinman@revitalizeva.org	
Is your place of employment located in the city of Richmond? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
Is your place of employment located in the county? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> If yes, which county?	
Are you a city resident? Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If yes, which City Council district? 1 Number of years? 8	
Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
If yes, please provide information on the nature of the contract.	
Please list your educational background and/or other expertise or qualifications you will bring to this authority, board, commission or task force:	
<small>For the last four years I have been the executive director of the Tobacco Region Revitalization Commission, a state agency tasked with assisting economic growth and diversification across Southern and Southwest Virginia. In that capacity I have worked with local, regional, and state economic development staff as well as with the private-sector companies we have recruited to the region. I have also worked to improve the decision-making that the organization does, with a firm focus on verifiable metrics and strong return on investment for the state and locality in which a business prospect is looking to locate or expand. We have seen significant successes, bringing in billions in new investment and thousands of new jobs, all in communities with far fewer assets and a far smaller workforce than exists in Richmond.</small>	
<small>I want to bring that expertise and record of accomplishment to the Richmond EDA board to support making the organization more effective in growing the Richmond tax and employment base.</small>	
<small>Additionally, while I do not practice law, I am legally trained and review performance agreements routinely in my work with the Commission. Bringing that background of close scrutiny of agreements between localities and economic development prospects would benefit the EDA by ensuring that we are properly hedging against risks and growing the city's tax base, while not overly burdening our prospective new businesses.</small>	

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City of Richmond, Virginia
City Council

Authorities, Boards, Commissions and Task Forces Application

List other city of Richmond authorities, boards, commissions or task forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.

Entity: N/A
Date(s) Served: _____ Office(s) Held: _____

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Entity: _____
Date(s) Served: _____ Office(s) Held: _____

Other community involvement:

I am committed to community involvement, and have been a supporter, volunteer, or board member for a number of community organizations including STAY RVA, the Greater Aspirations Scholarship Program, and Neighborhood Housing Services of Richmond.

OPTIONAL

Please list additional information you would like considered, or you may attach your resume or other information.

I have attached my resume.

Check this box if your resume is attached.

How did you hear about or who referred you to apply for appointment to this authority, board, commission or task force?

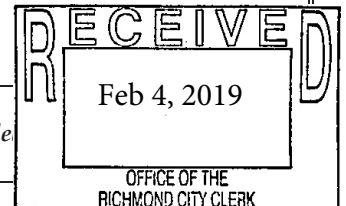
I have long-wanted to share my passion for data-driven and ambitious economic development with my community, and hope I am able to serve in that fashion. I learned about the opening from conversations with current members of the board.

Signature: Evan M Feinman

Digitally signed by Evan M Feinman
Date: 2019.02.04 15:44:32 -05'00'

Date: 2-4-19

(By signing, forwarding or otherwise transmitting this form, you certify that all information submitted for consideration is true and accurate to the best of your knowledge.)



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EVAN FEINMAN

3204 Kensington Ave • Richmond, VA 23221
(434) 509-8522 • EFeinman@gmail.com

EXPERIENCE

Office of the Governor, Chief Broadband Advisor (Richmond, Virginia)

2018 – Present

- Manage statewide deployment of publicly supported broadband networks
- Advise the governor related to broadband policy
- Creating a plan to ensure universal broadband access within 10 years

Tobacco Region Revitalization Commission, Executive Director (Richmond, Virginia)

2015 – Present

- Manage \$500 million fund focused on economic development in rural Virginia
- Dramatically reformed organizational procedures to focus on verifiable metrics
- Returned the organization to fiscally sustainable footing
- Increased related capital investment in-region by over 30% and employment by over 10%

Office of the Governor, Deputy Secretary of Natural Resources (Richmond, Virginia)

2013 – 2015

- Brought business-focused reforms to multiple programs including streamlining deployment of hundreds of millions of dollars
- Directed the work of six state agencies regarding legislation and regulation
- Staffed various gubernatorial commissions including those tasked with redesigning VA's energy systems and addressing disaster-related infrastructure deficiencies

McAuliffe Transition Team, Deputy Policy Director (Richmond, Virginia)

2013

- Oversaw policy development for all secretariats
- Assisted in hiring for hundreds of positions
- Created policy playbook to ensure campaign promises were kept

McAuliffe for Governor, Policy Director (Arlington, Virginia)

2013

- Generated entire campaign platform in winning gubernatorial race
- Managed policy team including C-suite executives and cabinet-level national political leaders
- Assisted on campaign strategy and media relations

Commonwealth Institute for Fiscal Analysis, Analyst, Campaign Coordinator (Richmond, Virginia)

2010-2013

- Managed legislative campaigns and drafted reports related to VA tax and budget policy

LeGrow for Congress, Deputy Campaign Manager (Petersburg, Virginia)

2010

- Directed field, communications, and political outreach for campaign

Judge Norman K Moon, US District Court, *Judicial Intern* (Lynchburg, Virginia)
Spring, 2010

- Prepared bench memoranda, performed research, drafted opinions

Commonwealth Attorney's Office, *Legal Intern* (Lynchburg, Virginia)
Fall, 2009

- Prosecuted cases in General District and Circuit Courts

Surovell, Markle, Isaacs, and Levy, *Summer Associate* (Fairfax, Virginia)
Summer, 2009

- Argued motions, assisted in complex litigation

Justice at Stake, *Intern* (Washington, DC)
Summer, 2008

- Monitored federal legislation on behalf of the national association of federal judges

Public Interest Research Groups, *Fellow, Energy and Transportation Policy* (Boston, MA)
2005-2007

- Analyzed complex state and federal policy issues; lobbied in support of findings

WSET-TV, *Associate Director* (Lynchburg, Virginia)
1999-2001

- Directed weekend news broadcasts and managed production staff

EDUCATION

Sorensen Institute for Political Leadership (Charlottesville, Virginia)
Political Leaders Program 2012

Washington and Lee University School of Law (Lexington, Virginia)
Juris Doctor, May 2010

University of Virginia (Charlottesville, Virginia)
Bachelor of Arts, May 2005

CIVIC ACTIVITY

STAY RVA, *Founder, Board Member* (Richmond, Virginia)

Virginia Economic Development Partnership, *Strategic Plan Steering Committee*, (Richmond, VA)

Virginia Chamber of Commerce, *Steering Committee, Blueprint 2025* (Richmond, VA)

Democratic Business Council of Central Virginia, *Board Member* (Richmond, Virginia)

Greater Aspirations Scholarship Program, *Junior Board Member* (Richmond, Virginia)

Neighborhood Housing Services of Richmond, *Board Member 2010-2016* (Richmond, Virginia)

Virginia Cystic Fibrosis Foundation, *Junior Board Member 2010-2013* (Richmond, Virginia)

Sigma Pi National Fraternity (Charlottesville, Virginia)

Minority Business Enterprise and Emerging Small Business Advisory Board

Vacancy Chart

as of
May 12, 2019

The advisory board shall be composed of nine members appointed by the Council. Of the nine members, five members shall be representatives of a minority business enterprise, two members shall be representatives of lenders or businesses other than a minority business enterprise, one member shall be a Section 3 contractor representative and one member shall be either an at-large resident of the city or a member of the Council.

The Council shall nominate:

- Three members who shall be representatives of a minority business enterprise,
- One member who shall be a representative of lenders or businesses other than a minority business enterprise, and
- One member who shall be either an at-large resident of the city or a member of the Council.

The Mayor shall nominate:

- Two members who shall be representatives of a minority business enterprise,
- One member who shall be a representative of lenders or businesses other than a minority business enterprise, and
- One member who shall be a Section 3 contractor representative.

The Board may elect from its membership a chairman and other officers it deems necessary in accordance with its rules of procedure or bylaws.

(Assigned to the Finance & Economic Development Standing Committee)

Member	Patron	Expiration Date	Eligible for Reappoint.	Interested in Reappoint.	Qualification
Peter Paulk IV	All Members of Council	04/08/2019	Yes	Unable to Contact	Representative of a lender or business other than a minority business enterprise
Alicia Slayton	Mayor Levar Stoney	11/28/2020	-	Resigned (11/26/2018)	MBE Member
Janet West	All Members of Council	01/09/2020	-	Resigned (11/02/2018)	MBE Member

Contact:

Gale M. Jones, CPS
Administrative Program Support Assistant
 The Office of Minority Business Development
 (804) 646-7744
Gale.Jones@richmondgov.com



Authorities, Boards, Commissions and Task Forces Application

(Name of Authority, Board, Commission or Task Force)

MINORITY BUSINESS ENTERPRISE AND EMERGING SMALL BUSINESS ADVISORY BOARD

Title: *Ms*

Name: *Adrienne P Whitaker*

Home Address: *012524 CAMBIE PL HENRICO VA 23233*

Home Telephone: *804-370-1445* Home Fax: _____

Personal E-Mail Address: *L2LLeadershipinstitute@gmail.com*

Employer: *SOAR365 (formerly Greater Richmond ARC)*

Job Title: *Business Development Director* How Long? _____

Business Address: *003600 SAUNDERS AVE RICHMOND VA 23227*

Business Telephone: *804-665-1247* Ext: _____ Business Fax: _____

Business E-Mail Address *adrienne.whitaker@soar365.org*

Is Your Place of Employment Located in the city of Richmond Yes

Is your Place of Employment Located in the County? No If Yes, Which County? _____

Are You A City Resident? No If Yes, Which City Council District? _____ Number of Years? _____

Do you or your employer have a contract, other than a contract of employment, either with the city of Richmond or with the entity to which you are seeking appointment? No

If yes, please provide information on the nature of the contract.

Please List Your Educational Background and/or Other Expertise or Qualifications You Will Bring to This Authority, Board, Commission or Task Force:

- *College of William & Mary (B.A. in Sociology with a concentration in Business and English)*
- *Boston University (graduate certificate in Professional Fundraising)*
- *Institute of Financial Education at University of Richmond (Retail Banking and Financial Services certificate)*
- *Sorensen Institute for Political Leaders, University of Virginia (currently enrolled, December 2019 graduation)*

In addition to my education, I served as the Chairperson for Diversity and Inclusion for SunTrust Bank when I was the Senior Vice President of Sales & Marketing. In this role, I was responsible for ensuring we had practices in place to attract and retain a diverse employment base and we had a commitment to employing individuals with disabilities as well as partnering with organizations that provided services to individuals with disabilities. I served as a Vice President at the Virginia Home for Boys and Girls, which is an agency that provides foster care, counseling, and education to youth, many of whom have mental and intellectually disabilities. Currently, I am on the management team at SOAR365 (formerly Greater Richmond ARC), where I am directly responsible for establishing relationships with corporate and government agencies to develop business relationships to provide employment to individuals with disabilities. In this role, I also work with the Virginia Department of Aging and Dis

List other city of Richmond Authorities, Boards, Commissions or Task Forces you currently or have previously served on. Please give date(s) and office(s) held, if applicable.



Authorities, Boards, Commissions and Task Forces Application

I currently serve as the Strategic Advisor for External and Community Affairs for the Richmond City Sheriff's Office. This is a part-time position and reports directly to Sheriff Antionette V. Irving. In this role, I am also responsible for the grant management team and securing grant funding for the agency's programs. Two of the agencies community programs supports senior citizens and individuals with intellectually disabilities. They programs are the RCSO Are You Okay program and the Project Lifesavers Program. I am also responsible for securing relationships for Workforce Development for the 2nd Chance Re-entry Program. Ideally, we would like to increase awareness about these two community outreach programs. My email address is Adrienne.whitaker@richmondgov.com.

Other Community Involvement:

Corporate Board Appointments

- C&F Bank, Advisory Board: Consult on sales and marketing strategies to increase results
- Vice President of Corporate Advisory Council for Urban Financial Services Coalition: Responsible for Annual Government & Economic Forums in Washington, DC (includes Capitol Hill and White House meetings). Develop and deliver professional development training program. Developed and administered financial education training program.

Professional and Civic Organizations

- Homeward, Board of Directors, 2012 to present
 - Virginia Repertory Theater, Board of Directors, 2016 to present
 - American Heart Association Go Red for Women, Executive Advisory Council, 2016-2017
 - Metropolitan Business League, Board of Directors, 2012 to 2018
 - United Way, Women Leadership Initiative, Committee Chairperson, 2009 – 2017
 - Junior Achievement of Greater Richmond, Board of Directors, 2011 to 2016
 - Petersburg Chamber of Commerce, Board of Directors, 2013 to 2015
 - Lead
-

(OPTIONAL) Please List Additional Information You Would Like Considered, or You May Copy and Paste Your Short Resume.

Professional Experience

SOAR365 (formerly Greater Richmond ARC), Richmond, VA
Business Development Executive, July 2017 to Present

Serve as a member of the management team. Establish and manage relationships with companies, universities, non-profits as well as local, state and federal agencies to provide business solutions to meet their needs and provide employment opportunities to individuals with disabilities. Provide SOAR365 Business Solutions with marketing, sales, and business development capability to result in profits for our organization. SOAR365's Business Solutions division generates over \$11 million in annual revenue. SOAR365 has been certified by the Commonwealth of Virginia as a Small Business Supplier Diversity (SBSD) non-profit company.

Virginia Home for Boys and Girls, Richmond, VA

Vice President of Philanthropy and Marketing, September 2015 to July 2017

Serve as member of the senior leadership team in making strategic organizational decisions; advocating for the mental & behavioral health and well-being of youth. Lead marketing, internal/internal communications and



Authorities, Boards, Commissions and Task Forces Application

community affairs efforts.

- Ensure the agency has a comprehensive strategic marketing plan to position and raise its visibility with external audiences, including branding, public relations, media relations, government relations, external affairs. Establish strong corporate relationships
- Develop strategic fundraising plans and manage departmental resources
- Oversee a comprehensive program of cultivation and stewardship, across a broad array of fundraising, relationship development and advocacy tactics
- Ensure the agency has strong community relations, outreach and volunteer programs that embraces diversity & inclusion and advances its mission as a behavioral health care provider
- Increased donors by 18% within first year achieving organization's best fundraising year

Virginia State University, Petersburg, Virginia

Vice President, Institutional Advancement, June 2013 - present

Serve on the President's Cabinet as the chief advancement officer of the University, overseeing development activities as well as alumni engagement, corporate relations, university relations, marketing, government relations, advancement services, financial & budget management, goal setting, and vendor management

- Work with senior leaders, including the college deans, and provide vision and leadership to attain the University's strategic advancement goals
- Establish strong relationships with corporations to develop win-win opportunities for students Responsible for external & community affairs to ensure university established favorable relationships with elected officials and appointees.
- Serve as the principal administrative liaison to the development committee of the Board of Visitors and work closely with all Foundations associated with the University. Deliver quarterly reports to the Board of Visitors
- Responsible for directing and implementing ongoing comprehensive campaigns through annual giving, estate & planned giving and alumni relations. Develop effective donor programs involving corporations and foundations
- Manage relationships with diversity & inclusive organizations including Thurgood Marshall College Fund, National Black MBA, Urban Financial Services Coalition, Operation Hope, Virginia Hispanic Chamber of Commerce, Virginia Asian Chamber of Commerce and Metropolitan Business League
- Increased the number of donors by over 33%, increased financial contributions by over 23%, reduced operational expenses by over 20%

SunTrust Bank, Richmond, Virginia

Senior Vice President/ Sales & Marketing Director, 2004-2013

Ch

How Did You Hear About or Who Referred You to Apply for Appointment to This Authority, Board, Commission or Task Force?

I currently work for SOAR365, which is formerly Greater Richmond ARC (we legally changed the name of

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Adrienne P. Whitaker
12524 Cambie Place
Henrico, Virginia 23233
(804) 370-1445
L2LeadershipInstitute@gmail.com

SUMMARY & QUALIFICATIONS

Results driven senior leader with proven record of exceeding revenue goals. Experience includes:

Diversity & Inclusion

Sales & Marketing

Strategic Planning

Community Affairs

Public Relations

Project Management

Organizational Development

Talent Management

Goal Setting

PROFESSIONAL EXPERIENCE

SOAR365 (formerly Greater Richmond ARC), Richmond, VA

Business Development Executive, July 2017 to Present

Serve as a member of the management team. Establish and manage relationships with companies, universities, non-profits as well as local, state and federal agencies to provide business solutions to meet their needs and provide employment opportunities to individuals with disabilities. Provide SOAR365 Business Solutions with marketing, sales, and business development capability to result in profits for our organization. SOAR365's Business Solutions division generates over \$11 million in annual revenue and is both Ability One and SBSB certified.

- Established new business relationships, including: Virginia Department of Transportation, Virginia Department of Corrections, Virginia Department of Alcohol Beverage Control, Chesterfield County, Habitat for Humanity, Maggie Walker Land Trust, UMFS, Chesterfield Alternatives, Lifeshield Security, Richmond Hermitage Federal Credit Union, UMFS, Senior Connections, Keller Williams Realty and Henry Schein Animal Health

C&F Bank, Richmond, Virginia

Richmond Board, December 2013 to Present

Serve as a consultant and ambassador. Provide counsel, insights and recommendations to position the institution competitively and increase market share. Serve as a resource to executive team regarding new banking products, services, marketing strategies and community outreach. Identify and refer new business opportunities. C&F Bank has over (this is a salaried position).

Virginia Home for Boys and Girls, Richmond, VA

Vice President of Philanthropy and Marketing, September 2015 to July 2017

Serve as member of the senior leadership team in making strategic organizational decisions; advocating for the mental & behavioral health and well-being of youth. Lead marketing, internal/external communications and community affairs efforts.

- Ensure the agency has a comprehensive strategic marketing plan to position and raise its visibility with external audiences, including branding, public relations, media relations, government relations, external affairs. Establish strong corporate relationships
- Develop strategic fundraising plans and manage departmental resources
- Oversee a comprehensive program of cultivation and stewardship, across a broad array of fundraising, relationship development and advocacy tactics
- Ensure the agency has strong community relations, outreach and volunteer programs that embraces diversity & inclusion and advances its mission as a behavioral health care provider
- ***Increased donors by 18% within first year achieving organization's best fundraising year***

Virginia State University, Petersburg, Virginia
Vice President, Institutional Advancement, June 2013 - present

Serve on the President's Cabinet as the chief advancement officer of the University, overseeing development activities as well as alumni engagement, corporate relations, university relations, marketing, government relations, advancement services, financial & budget management, goal setting, and vendor management

- Work with senior leaders, including the college deans, and provide vision and leadership to attain the University's strategic advancement goals
- Establish strong relationships with corporations to develop win-win opportunities for students
Responsible for external & community affairs to ensure university established favorable relationships with elected officials and appointees.
- Serve as the principal administrative liaison to the development committee of the Board of Visitors and work closely with all Foundations associated with the University. Deliver quarterly reports to the Board of Visitors
- Responsible for directing and implementing ongoing comprehensive campaigns through annual giving, estate & planned giving and alumni relations. Develop effective donor programs involving corporations and foundations
- ***Increased the number of donors by over 33%, increased financial contributions by over 23%, reduced operational expenses by over 20%***

SunTrust Bank, Richmond, Virginia
Senior Vice President/ Sales & Marketing Director, 2004-2013

Chief of Staff to the Region President/CEO. Responsible for regional marketing efforts including brand positioning, community relations, external affairs and media relations

- Developed and managed strategic plans and implemented operating models for four departments including defining roles and responsibilities and training personnel
- Implemented successful marketing campaigns, advertising, branding, competitive analysis, goal setting, loyalty programs (including customer and employee engagement and retention strategies)
- Developed and executed communication strategy for internal and external stakeholders
- Established relationships with businesses in the Chamber of Commerce and nonprofit organizations
- Worked closely with government relations to ensure favorable relationships with state legislators, appointees and congressional representatives
- ***Region exceeded sales and revenue goals every year in position for all lines of business***

SunTrust Bank Regional Diversity & Inclusion Chairperson, 2004 - 2013

- Develop, evaluate and implement diversity and inclusion priorities initiatives and programs to attract and retain a diverse workforce and client base, including regional supplier diversity initiatives.
- Developed and managed the SunTrust Diverse Business Academy to provide services to women and minority business owners. Managed the diversity council and affinity groups
- Established and managed relationships with organizations to attract and retain business and diverse market share including: Virginia Department of Minority Business Enterprise, Virginia Metropolitan Business League, Virginia Asian Chamber of Commerce, NAWBO, Virginia Hispanic Chamber of Commerce and the Virginia Minority Supplier Development Council

Senior Vice President/Sales & Service Consultant, 2002-2004

Consultant to Mid-Atlantic President and CEO.

- Planned, consulted and recommended sales and service activities for all lines of business
- Provided observation, coaching, mentoring and feedback to identify areas of opportunity and drive best practice sharing and sales results
- Analyzed key metrics as a key component to elevate performance
- Developed and executed action plans and programs
- ***Served on merger team. Installed sales culture in newly acquired financial institution***

First Vice President/ Senior Project Manager, Business Banking Division, 1999-2002

Provided strategic direction and analytical support to Business Banking line of business

- Developed operating model—setting long range goals, identifying all key roles, determining functions and clarifying job descriptions from senior management to front-line
- Led cross-functional teams in a matrix environment
- Communicated project updates, results and new procedures leveraging communication model
- Developed loan retention program to identify at-risk profitable loan relationships and implemented aggressive sales measures to save relationships **-resulted in reducing monthly \$10 million average loan run-off rate by 50-75% each month.**

Vice President and Senior Product Manager, Strategic Marketing Department, 1993 – 1999

- Developed business cases for new product. Analyzed competitive programs and economic trends to make product positioning and operational recommendations to senior management
- Led team in a matrix environment, which included marketing, sales, operations, and IT staff
- **Exceeded product revenue goals by at least 6% each year in position**

CORPORATE AND GOVERNEMENT BOARD APPOINTMENTS

- **Richmond City Sheriff's Office**, Strategic Advisor for External and Community Relations. This is a salaried, part-time position. Secured over \$550,00 in grant funding
- **Urban Financial Services Coalition**, Vice President, National Advisory Board: Responsible for Annual Government & Economic Forums in Washington, DC (includes Capitol Hill and White House meetings). Develop and deliver professional development training program.

PROFESSIONAL AND CIVIC ORGANIZATIONS

- **Richmond First Club**, current member
- **Homeward**, Board of Directors, 2012 to present
- **Virginia Repertory Theater**, Board of Directors, 2016 to present
- **American Heart Association Go Red for Women, Executive Advisory Council**, 2016-2017
- **Metropolitan Business League**, Board of Directors, 2012 to 2018
- **United Way, Women Leadership Initiative**, Committee Chairperson, 2009 – 2017
- **Junior Achievement of Greater Richmond**, Board of Directors, 2011 to 2016
- **Petersburg Chamber of Commerce**, Board of Directors, 2013 to 2015
- **Leadership Metro Richmond (LMR)**, Class of 2010

ACCOMPLISHMENTS

- Feature in the book: ***CBS MarketWatch: Stories Behind the Numbers—How America Made a Fortune and Lost Its Shirt***. Featured in: ***Better Investing Magazine, Citizen Jane Magazine, Richmond Magazine, Money Matters Newsletter, Richmond Times Dispatch, Richmond Free Press*** and the ***Richmond Voice***. Featured/appeared **CBS Early Show** (national), **WTVR News 6** (local) and **WRIC News 8** (local)
- Recognized by ***Inside Business Magazine***, Top Forty Under 40

EDUCATION

The College of William and Mary

Bachelor of Arts Degree, Sociology

University of Virginia, Sorensen Institute of Political Leaders, December 2019 graduation

Boston University, Professional Fundraising Certification

University of Richmond,

- Financial Management and Banking Institute, Certification
- Nonprofit Management & Fundraising Program, Leadership Program (completed)