
Profile**Which Boards would you like to apply for?**

Adult Care Home Community Advisory Committee: Appointed
Domestic Violence Fatality Review Team: Submitted
Human Services Board: Submitted
Juvenile Crime Prevention Council: Submitted
Nursing Home Community Advisory Committee: Submitted
United Arts Grants Panels: Submitted

Please select your first Board preference: *

☒ Human Services Board

Please select your second Board preference: *

☒ Juvenile Crime Prevention Council

Please select your third Board preference: *

☒ Domestic Violence Fatality Review Team

Please select your fourth Board preference: *

☒ United Arts Grants Panels

Please select your fifth Board preference: *

☒ Nursing Home Community Advisory Committee

Please select your sixth Board preference: *

☒ Adult Care Home Community Advisory Committee

Phyllis

First Name

Fulton

Last Name

1801 Lisburn Court

Street Address

Suite or Apt

Garner

City

NC

State

27529

Postal Code

What district do you live in?

☒ District 2

(919) 772-2617

Primary Phone

(919) 630-0817

Alternate Phone

pmbpfef@aol.com

Email Address

Retired

Employer

Retired

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☐ No

In order to assure countywide representation, please indicate your place of residence:

☒ Garner

Interests & Experiences

Why are you interested in serving on a Board or Commission?

Work Experience

Licensed Master Social Worker with experience in all levels of social services on the county~ state and national level. Retired from the NC Division of Social Services in 2013. Prior to retirement~ I was coordinator of the state wide Community ...

Volunteer Experience

President of Garner High School PTSA and Platen elementary school in Frankfurt Germany. Vice President of local chapter of university alumni association. Organized conferences~ reunions~ etc....

Education

High School graduate - PW Moore High School - 1965 NC A&T BS Degree in Social Services 1969 University of Northern Colorado - MA Psychology - 1980 Continuous training in social services areas...

Comments

Hobbies~ bowling~ developing MS Power Pint programs~ social planning. Married 45 years to military retiree. Two adult daughters.

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Female

Ethnicity *

☒ African American

Other

How did you become aware of Wake County volunteer opportunities?

If you selected "Other" above, how?

Please upload a file

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

By submitting this electronic application, if appointed, I pledge by my signature below that I have read and will comply with the ethics guidelines for advisory boards and commissions as adopted by the Wake County Board of Commissioners which are found at the link below.

<http://www.wakegov.com/commissions/Documents/CodeofEthics.pdf>

Profile

Which Boards would you like to apply for?

WakeMed Hospital Board of Directors: Submitted

Wake Technical Community College Board of Trustees: Submitted

United Arts Grants Panels: Submitted

Rolesville Rural Fire Department Board of Trustees Firemen's Relief Fund: Submitted

Rolesville Planning Board: Submitted

Rolesville Board of Adjustment: Submitted

Planning Board: Submitted

Open Space and Parks Advisory Committee: Submitted

Greater Raleigh Convention and Visitors Bureau: Submitted

Eastern Wake Fire Rescue Department Inc. Board of Trustees Firemens' Relief Fund: Submitted

Please select your first Board preference: *

☒ WakeMed Hospital Board of Directors

Please select your second Board preference: *

☒ Wake Technical Community College Board of Trustees

Please select your third Board preference: *

☒ Open Space and Parks Advisory Committee

Please select your fourth Board preference: *

☒ Rolesville Planning Board

Please select your fifth Board preference: *

☒ Rolesville Rural Fire Department Board of Trustees Firemen's Relief Fund

Please select your sixth Board preference: *

☒ Greater Raleigh Convention and Visitors Bureau

David

First Name

L

Middle Initial

Heath

Last Name

1026 Virginia Water Drive

Street Address

Suite or Apt

Rolesville

City

NC

State

27551

Postal Code

What district do you live in?

☒ District 1

Home: (919) 423-4506

Primary Phone

Home: (252) 523-0800

Alternate Phone

seahawkalum@yahoo.com

Email Address

IFC

Employer

CFO

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Rolesville

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I want to volunteer in the community and take the time to give back to the area that I love. I have a particular skill set in finance that will serve the community and WakeMed well.

Work Experience

I am a CPA by trade and the CFO of a private equity firm in the triangle.

Volunteer Experience

Education

Bachelor of Science and Masters of Accounting

Comments

[DavidHResume_-IFC.doc](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Male

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ County Website

If you selected "Other" above, how?

Please upload a file

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David L. Heath

1026 Virginia Water Drive
Rolesville, NC 27571
Home Phone (919) 423-4506
seahawkalum@yahoo.com

EMPLOYMENT

2013- Present

Chief Financial Officer, International Farming Corporation, Kinston, NC

Directed finance team for farmland real estate fund group over a family of private equity asset management funds owning real estate and operating companies domestically and internationally. Responsible for all aspects of financial operations including treasury, cash management, capital structure, debt negotiations, financial analysis, budgeting, tax and compliance, operations.

Responsible for financial reporting for all entities and day to day accounting operations, including investor reporting

Led financial due diligence on acquisition of operating companies

Review firm risk and identify areas for risk mitigation

Responsible for coordinating tax and organizational structuring deals and fund entities

Responsible for the annual appraisal and valuation process of \$1.3b of farmland

Produce and coordinate the annual budgeting process

Facilitate relationships between farming operation functions from acquisition to operations

2007- 2013

Vice President, Financial Accounting, Credit Suisse, Raleigh, NC

Controller for North American Investment Banking (IB) and Asset Management (AM) divisions across multiple legal entities in US, Canada, and Mexico.

Maintain the financial reporting for the IB and AM division of the bank, including the consolidation of various AM funds and other special purpose entities.

Manage the external audit process, including the preparation of financial statements for both divisions, working with KPMG to complete audits of 6 legal entities annually.

Prepare and review regulatory reporting filings including FOCUS, FRY-7N, TIC-S1, and other ad hoc requests.

Participate in the new business process, including the purchase accounting review of new entities and basic financial statement review during diligence phase, including recent \$425m investment in a non-consolidated entity.

Monthly responsibilities include head office reporting, preparation of quarterly financials, reviewing journal entries, preparing and reviewing analytics, account reconciliation and signoffs, SOX controls and related testing, investigating suspense related questions and resolutions, preparation of regulatory reports and daily various followups as needed.

Participate in the conversion from US GAAP to IFRS for American and Canadian entities.

2004- 2007

Senior Associate, Deloitte & Touche, Raleigh, NC

Managed 4-6 staff people on various financial statement and compliance audit engagements ranging from small manufacturing firms with revenues greater than \$10 million to large complex financial institutions with revenues greater than \$1 billion.

Experience with Sarbanes Oxley requirements and testing as well as other regulatory compliance audits, including FDICIA, HUD, GNMA, FNMA audits.

2000-2004

Operations Manager, United Parcel Service, Wilmington, NC

Managed package operation group of 35 Teamster's Union employees as well as six supervisors. Responsible for staffing, payroll, safety and compliance training.

Worked to ensure that the operation was maintained in accordance with OSHA standards.

Maintained various items on the Balanced Scorecard in order to ensure a profitable operation.

EDUCATION

University of North Carolina at Wilmington, Wilmington, NC

Masters of Science in Accounting

Bachelors of Business Administration

CPA license, North Carolina

Profile

Which Boards would you like to apply for?

Commission for Women (Old): Submitted

Historic Preservation Commission: Submitted

Library Commission: Submitted

United Arts Grants Panels: Submitted

Please select your first Board preference: *

☒ United Arts Grants Panels

Please select your second Board preference: *

☒ Commission for Women

Please select your third Board preference: *

☒ Library Commission

Please select your fourth Board preference: *

☒ Historic Preservation Commission

Please select your fifth Board preference: *

None Selected

Please select your sixth Board preference: *

None Selected

Jeanne

First Name

N.

Middle Initial

Lawson

Last Name

920 Bennington Drive

Street Address

Suite or Apt

Raleigh

City

NC

State

27615

Postal Code

What district do you live in?

☒ District 6

Mobile: (919) 961-3811

Primary Phone

Home: (919) 866-9966

Alternate Phone

jnlawson@nc.rr.com

Email Address

Employer

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☐ No

In order to assure countywide representation, please indicate your place of residence:

☒ Raleigh

Interests & Experiences

Why are you interested in serving on a Board or Commission?

As a Raleigh resident since 1980, I am interested in serving on a Board or Commission because of my commitment to making this area continue to be the best possible place to live. Our explosive growth and the challenges we face as a result have made me aware of the need to step up and serve on public committees. I'd like to contribute my time and energy to the overall good of the community.

Work Experience

My career has been spent largely in the nonprofit sector, as development director or development officer. I specialized in forming relationships with donors and potential donors, sharing information and answering their concerns. I have also distributed grants, opened scholarships, and assisted nonprofits with fundraising and donor events. I have managed Boards of Directors and women's giving circles. Connecting with people from all parts of the community has been important to me in my career as well as personally. I've been a development officer with the North Carolina Community Foundation as well as the Museum of Life and Science and Hospice of Wake County, among other nonprofits.

Volunteer Experience

I currently volunteer with A Note in the Pocket (children and families' donated clothing), the Leukemia & Lymphoma Society of NC (weekly office volunteer), several committees at my church, and am on the Board of Life Plan Trust (financial and life skills for adults with disabilities). My history is on my LinkedIn page.

Education

B.A. English, UNC-Chapel Hill, 1978.

Comments

If other Boards or Commissions have a vacancy besides the ones I've selected, I'd like to be notified to see if I can contribute my time and skills, if it's a good fit.

[Jeanne N. Lawson Boards__Commissions_Resume.docx](#)

Upload a Resume

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Please upload a file

Demographics



Date of Birth

Gender *

☒ Female

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ County Website

If you selected "Other" above, how?

Please upload a file

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Jeanne Newsom Lawson

920 Bennington Drive

Raleigh, North Carolina 27615

Phone: 919.961.3811 (cell)
919.866.9966 (home)

Email: jnlawson@nc.rr.com

LinkedIn: <https://www.linkedin.com/pub/jeanne-lawson/67/959/227>

Married, 3 children

Professional Profile

Key Strengths and Areas of Expertise

- Donor relationships
- Member and public communications
- Scheduling and planning
- Special event organization and implementation
- Major donor cultivation and relationships
- Public relations and press relations
- Volunteer and corporate partner relations
- Meeting planning and implementation

Experience

North Carolina Museum of Life and Science, Durham January 2015 – February 2016

Manager of Development Planned and implemented a coordinated matrix of communication and solicitation strategies involving email, direct mail, personal calls, visits and volunteer engagement, all focused on shaping a sustainable tradition of annual support. Managed relationships with corporate, foundation and individual donors in coordination with development team. Managed printing and mailing of monthly renewal appeals to corporate and individual supporting members. Working with a development team, produced frequent donor reports to engage the board in stewardship calls and coordinated regular stewardship tasks and communications. Prepared prospect research and wrote grant proposals. Worked with Guest Relations and Reservations staff to support member access and services for business members and supporting members. Provided support for the \$7.1M Capital Campaign, including donor cultivation, potential donor research, pledge tracking and reporting, special event invitation list and development strategy.

Hospice of Wake County Foundation, Raleigh March 2013 – July 2014

Major Gifts Coordinator Researched, cultivated and solicited donors in major gifts program. Successfully launched \$6 million Capital Campaign to expand Hospice Home with VP Director of Development; worked with Campaign Cabinet consisting of community leaders and volunteers; oversaw coordination of campaign details, including outreach to potential donors, donor research, approach strategy, and campaign progress. Worked with campaign consultant firm Capital Development to set up committees, provide structure and set goals for the campaign. Met with major donors and researched potential donors for outreach. Educated donors to increase gifts by writing and editing quarterly newsletter; created and wrote monthly update to Campaign Cabinet. Developed strategies for reaching major donors in 5-county service area. Managed Legacy Society activities, including annual reception, and implemented planned giving strategies with donors.

North Carolina Community Foundation, Raleigh August 2008 – March 2013

Northern Piedmont Regional Director Responsibilities included all aspects of the Community Foundation's work, including donor relations and stewardship, fund development and Board development for a 7-county area of the state that included Wake, Johnston and Franklin counties. Oversaw more than \$30 million in charitable endowment funds and scholarships and directed an annual distributions process for these funds; developed close working relationships with 11 Boards and women's giving circles to build philanthropy throughout 7 counties. Directed an annual grants plan and strategy process with each of the Boards and giving circles; opened and developed new

endowment funds and scholarships by cultivating donors and strengthening relationships. Acted as liaison with non-profits seeking funding from Community Foundation; presented workshops on grant writing and donor cultivation to non-profits and potential grantees. Initiated and implemented strategies to promote the Community Foundation's work in local community leadership opportunities throughout the 7 counties by serving on task forces featuring local community elected leaders, clergy, business professionals and education leaders.

Curamericas Global, Inc., Raleigh

2006 –2008

Director of Development and Marketing International health-focused agency concentrated on curbing maternal and infant deaths in Guatemala, Bolivia and Liberia. Responsible for all fundraising and development, including marketing and communications. Planned and executed plans and strategies for annual giving and planned giving campaigns; researched new grant opportunities; wrote grant and foundation applications and all direct mail campaigns. Planned and conducted meetings with donors and potential donors and church organizations. Gave presentations to groups and represented the organization at conferences. Initiated and led meetings with church pastors and missions committees. Designed and wrote quarterly donor newsletter as well as initiated e-newsletters to donors, church missions committees, and volunteers.

N.C. Center for Women in Public Service, Peace College, Raleigh

2005 - 2006

Executive Assistant Statewide non-profit offering training and support to women regardless of party affiliation planning to run for any public office. Managed the day-to-day activities of the Center, including training workshops and the annual Summer Institute that attracted candidates statewide. Handled all correspondence and kept donation records; represented the Center's activities statewide; wrote press releases and coordinated fundraising projects; managed databases of contacts and workshop attendees; built and cultivated successful relationships with past Institute attendees, guest speakers, sponsors, and press contacts.

Friends of Residents in Long Term Care, Raleigh

2004 - 2005

Administrative Director Statewide non-profit focused on improving quality of life for people in nursing homes, adult day care homes, and other long term care facilities. Managed daily operations and coordinated and executed development, membership, education and outreach projects; oversaw newsletter writing and production, website maintenance, communications with the Board of Directors, accounts payable and payroll areas. Managed the steering committee for Fall Fun Fling for Friends, a fundraiser that brought in over \$10,000.

The Autism Society of North Carolina (ASNC), Raleigh

1997-2004

Executive Assistant Managed daily operations, correspondence, and ongoing projects; acted as liaison with eleven parent advocates statewide; coordinated activities with the 22-member Board of Directors; solicited, scheduled and managed internationally known speakers for the annual statewide conference. Acted as liaison with ASNC staff and 37 statewide parent support groups; developed new parent chapters; coordinated with statewide United Way, SECC and CFC organizations.

Johnson/Ferguson/Avant Advertising Agency, Raleigh

1985-1986

Account Executive Built and maintained relationships with clients in Wake and New Hanover counties, including planning, budgeting, and executing print, radio and television advertising campaigns. Resigned when my oldest child was born.

SAS Institute, Inc., Cary

1983-1985

Employee Communications Specialist Developed internal communications including monthly staff newsletter; served as press liaison to newspaper, magazine and specialty publications; conducted tours of the facility and gave presentations to local and international guests; founded on-site Toastmaster's chapter and served as first president.

Carolina Power & Light Company, (Progress Energy), Raleigh

1981-1983

Communications Specialist Wrote print advertising and communications for the Conservation and Load Management Department; acted as liaison with McKinney & Silver Advertising Agency to develop system-wide advertising campaigns; acted as liaison with the Corporate Communications Department and other departments system-wide; presented customer programs and advertising campaigns to employees statewide.

Carolina Marketing Group, High Point**1980-1981**

Account Executive Cultivated and maintained client relationships; designed and implemented local, regional and statewide campaigns; wrote and conducted surveys of customer opinions; turned a profit for the company for the first time in its history.

Long, Haymes & Carr, Inc., Winston-Salem**1978-1980**

Copywriter Created print, radio, and television advertising for regional clients including Wachovia Bank & Trust, Holly Farms Chicken, and Pilot Life Insurance.

Education

B.A., English, The University of North Carolina at Chapel Hill, 1978

References

Beth Boney Jenkins, Vice President of Development, NC Community Foundation, 919-256-6932,
bjenkins@nccommunityfoundation.org

June Brotherton, former Executive Director, Friends of Residents in Long Term Care, 919-303-5141,
jbrotherton@gmail.com

Rebecca Leggett, Director of Programs and Research, North Carolina Independent Colleges and Universities

Profile

Which Boards would you like to apply for?

Human Services Board: Submitted

United Arts Grants Panels: Submitted

Please select your first Board preference: *

☒ Human Services Board

Please select your second Board preference: *

☒ United Arts Grants Panels

Please select your third Board preference: *

☒ Alliance Behavioral Healthcare

Please select your fourth Board preference: *

☒ Historic Preservation Commission

Please select your fifth Board preference: *

☒ Centennial Authority

Please select your sixth Board preference: *

☒ Bay Leaf Volunteer Fire Department Inc. Board of Trustees Firemen's Relief Fund

Sharon

First Name

E

Middle Initial

Loza

Last Name

6116 Montcastle Ct

Street Address

Suite or Apt

Raleigh

City

NC

State

27612

Postal Code

What district do you live in?

☒ District 7

Home: (919) 426-4034

Primary Phone

Home: (919) 426-4034

Alternate Phone

sharonloza@yahoo.com

Email Address

Employer

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Raleigh

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I have been a Wake County resident since 1980 and have been fortunate to be part and experience the wonderful resources and services that the County has provided me and my family. I am interested in serving on a Board or Commission to give back to the community and help to continue to foster the vibrant communities we have in Wake.

Work Experience

State Data Manager, North Carolina Early Intervention Branch, Women's and Children's Health Section, Division of Public Health/Department of Health and Human Services, April 2017-present. • Lead, plan, develop, and implement projects related to implementing Part C of the IDEA for the statewide early intervention program. • Manage the North Carolina Infant Toddler Program State Systemic Improvement Plan to improve social emotional outcomes for children enrolled in early intervention. • Perform statewide needs assessments and evaluate various aspects of the program by conducting on-site monitoring visits including pre-review activities, record reviews, verification of data and presentation of findings to EI Branch State Office Staff and CDSAs. • Assist EI Branch Management Team in identifying patterns and trends for which targeted training, technical assistance, or communication is recommended. • Responsible for federal reporting and compliance efforts. • Oversee data team staff to ensure program goals and objectives are met. • Evaluate effectiveness of projects and communication and technical assistance activities within the Early Intervention program. • Prepare reports, provide guidance and technical assistance, and collaborate with multiple internal and external stakeholders regarding Family Outcomes and Child Outcomes. • Consult with OSEP funded national technical assistance projects and early intervention programs in other states to incorporate technical assistance materials/web links from other

states and ITCA, ECTA Center, IDC, DaSy, and others into communication and TA as appropriate. Project Manager, Marbles Kids Museum/The Kaleidoscope Project, April 2016 – April 2017. • Manage The Kaleidoscope Project, which aims to improve places and spaces where young vulnerable children (0-8 years old) live, play, and learn to support their mental health/social emotional wellbeing. • Build and maintain relationships with Project Steering Committee member organizations, facilitate communications, lead meetings, drive the Project schedule and provide project management and support for all activities. • Coordinate the hiring, management and work of relevant consultant/s and/or technical assistance providers in carrying out Project activities. • Develop and maintain positive relationships with stakeholders, helping to identify, recruit and engage stakeholders in carrying out the purpose of the Project. Participate in relevant community networks and related initiatives. • Facilitate implementation of a comprehensive communications plan to engage partners, stakeholders and influential leaders in Project activities. • Create nine Wake County demonstration sites serving vulnerable children ages 0-8. • Build a network of Wake County stakeholders and influential leaders to improve the impact of children's places and spaces on vulnerable children's mental, social and emotional well-being. • Engage Wake County influential leaders as current and future champions of children's mental, social and emotional well-being by improving children's places and spaces. • Work with Evaluation Consultant to develop evaluation plans and track outcomes and indicators across the Project and use results to inform Project learning and continuous improvement. Educational Consultant/Project Coordinator, Frank Porter Graham Child Development Institute/NC Division of Child Development and Early Education, NC Race to the Top-Early Learning Challenge, August 2013 – December 2016. • Manage a portfolio of selected projects, serve as contract administrator, co-lead grant program monitoring, reporting and Communications efforts. • Coordinate, provide technical assistance, specific expertise or other resources to state, local, and public stakeholders; facilitate and manage work groups or committees around birth to eight year old public policy and education initiatives. • Work closely with various government, non-government, and local agencies, providers and policy makers to support project, research, and contract processes, program monitoring, interpretation and application of federal and state rules, regulations, and policies, and grant applications adhering to project timelines. • Monitor project progress by ongoing desk reviews, analyzing data from multiple sources, including reports from participating agencies and conduct site visits to ensure that projects meet federal Scope of Work requirements. • Facilitate collaboration and leverage existing grant projects and state/community initiatives to support system building and better outcomes for children and families. • Lead coordination of the Transformation Zone and provide oversight to the Evaluation. • Attend and contribute to team meetings to share specialized knowledge to inform decision making, assist with strategic planning, identify opportunities and obstacles and develop recommendations for action to support program improvements. • Work with policy, program, and implementation staff to prepare briefing documents, data fact sheets, and other materials. State Implementation Specialist, Frank Porter Graham Child Development Institute, National Implementation Research Network, NC Race to the Top-Early Learning Challenge Transformation Zone, November 2012 – September 2013. • Served as a key member of the Race to the Top - Early Learning Challenge (ELC) Transformation Zone team, working with state and local leaders to apply implementation science principles to support early childhood system building work in rural counties in North Carolina. • Provided training and coaching to County Leadership and Implementation team members to build local capacity for high quality implementation of evidence-informed/based programs/practices. • Facilitated the development of cross-sector teams to collaborate on integrating evidence-based and evidence-informed early childhood interventions. • Advised on program implementation and identified opportunities for collaboration. • Provided technical leadership in the design, development, planning, implementation, and capacity building for quality improvement of effective early childhood programs. • Participated in ELC learning community and provided support for meetings, workgroups, and teams developing resources and expanded use of implementation principles. • Attended

cross sector State Leadership and Implementation team meetings, and worked with state partners on strategy implementation. Editor, American Journal Experts, January 2014-June 2014. • Provide manuscript editing for international researchers to support publication efforts. Licensing/Accreditation Specialist, The Center for Guided Montessori Studies, January 2014-March 2015. • Ensure compliance with State regulations and Montessori Accreditation Council Teacher Education (MACTE) accreditation requirements. • Research state and federal regulations relating to authorization of proprietary and/or distance education programs; conduct follow up with State agencies as necessary. Project Management Specialist, Education Policy and Systems, International Development Group, RTI International, March 2012-November 2012. • Served as the Home Office Technical Manager (HOTM) for a USAID Cooperative Agreement focused on health and education system strengthening in Uganda. • Developed SOWs for consultants and managed staff required to carry out assessments. • Prepared and reviewed work plans, budgets, technical, consultant, trip, and other reports. • Ensured federal contractual/agreement, ethical and legal compliance. • Collaborated on technical and strategic planning and assisted with Human Resources efforts (i.e. recruitment, interviewing, and hiring) for international staff and consultants. • Led communications and engagement efforts with program partners (i.e. individual consultants, university partners, international NGOs), including drafting PR materials. • Contributed to technical writing efforts for a Nepali national education sector assessment. • Coordinated technical activities for a subcontract to DFID-funded Girls Education Challenge supporting education for marginalized girls in developing countries. • Provided input into data quality control/assurance SOPs for the EGRA. Project Manager/Research Associate, National Children's Study, Carolina Population Center, July 2008 – March 2012. • Developed project plans, protocols, and timelines to monitor project progress with investigators, subcontractors, and staff to coordinate activities for a national study investigating the impact of environmental exposures on child growth and development. • Assisted with budget projections, submission, monitoring, and compliance. • Wrote quarterly and annual reports, prepare updates monitoring Study progress. • Wrote small business statement of work, and oversaw application and selection process, and negotiated award, responsible for subcontractor oversight. • Participated in national, state, and local meetings, web casts, workgroups/task forces. • Oversaw community outreach and engagement efforts, project Community Advisory Group, and worked with key community and state stakeholders. • Managed media campaigns and worked with Graphics team to create social marketing and advertising materials (brochures, newsletters, giveaways, etc). • Led social media efforts (i.e. Facebook, blog, Twitter) and generated website content. • Hired, trained, and supervised staff on project activities and protocols and provided logistical support and resolve problems as they arise. • Coordinated communications and lead weekly meetings to a team comprised of researchers from multiple institutions, project staff and stakeholders. • Contributed to technical and business proposals for additional contract awards. Research Analyst, RTI International, March 2003 - September 2005. • Managed survey research and the outcome data task for an early intervention project. • Oversaw implementation of project plans, mail out activities and incoming clinical data. • Developed forms, checklists, questionnaires, and protocols to facilitate data collection. • Responsible for database management, prepared manuals and deliverables. • Hired and supervised on and off-site staff, and wrote monthly progress reports. • Trained staff on standardized, non-standardized, and observational assessments. • Monitored assessment completion, accuracy, currency, and data entry. • Created subcontractor SOWs, managed activities, ensured invoice payment. • Led team meetings, participated in national web conferences and face-to-face meetings. • Assisted in budget projections and document preparation for IRB. Delegation Coordinator, RTI International, January -June 2005. • Coordinated an observational study tour of North Carolina education system and developed materials and packets for Egyptian Ministry of Education Officials • Prepared debriefing reports of visit outcomes • Wrote evaluative/summary reports of project objectives and goals. Global Experience Coordinator, Exploris Museum, November 2004 -September 2005. • Modeled use of

education tools and implemented programs for Exploris audience pertaining to international and cultural awareness to explore connections among international themes of geography, trade, and social action. Project Director/Research Study Coordinator, University of Maryland at Baltimore, Center for Families, January 2002-August 2002. • Managed a community-based health project focused on child maltreatment prevention. • Developed questionnaires, trainings, protocols, and databases. • Assisted with participant recruitment, home visit, and interviews. • Planned/led team meetings and supervised research staff. • Responsible for Institutional Review Board (IRB) correspondence. Genetics Research Program Coordinator, Johns Hopkins University, February 2001-Oct 2001. • Managed two multi-institution collaborative studies investigating the genetic etiology of hypertension and schizophrenia. • Served as communication liaison for a network of university researchers in a national collaborative study funded by the National Heart, Lung, and Blood Institute (NHLBI). • Wrote quarterly reports to the NHLBI and the National Institutes of Health (NIH) summarizing network progress. Research Assistant II, Center for Autism and Related Disorders, July 2000-February 2001. • Administered parent interviews and developmental assessments to 6 to 36 month olds. • Maintained study database, data entry, and analysis. • Assisted in the development of study protocol and data forms.

Volunteer Experience

2017 Member, Leo M. Croghan Continuing Education and Grants Committee 2016 Member, North Carolina DHHS Suspension and Expulsion Policy Committee 2014-2015 Member, Durham Partnership for Children Evaluation Committee 2014 Reviewer, NC Division of Child Development and Early Education, Child Care 2014 Member, Wake County Young Child Mental Health Collaborative 2014 Team Member, Stop Hunger Now 2013 Reader/Reviewer, 2013 Global Implementation Conference Presenters/Posters 2013 Reader, NCPC-Reach Out and Read Program Expansion Grant 2012-2014 Member, Durham Partnership for Children Allocations Committee

Education

In Progress PhD, Educational Research and Policy Analysis North Carolina State University ABD DPhil, Education – Families, Early Learning, and Literacy University of Oxford 2005 M.A. Liberal Studies University of North Carolina at Greensboro 2004 Certificate, Core Concepts in Public Health University of North Carolina at Chapel Hill 2004 Certificate, Non-Profit Management Duke University 2000 M.Ed. Early Childhood Intervention and Family Support University of North Carolina at Chapel Hill 1998 B.A. Psychology and French University of North Carolina at Chapel Hill Spring 1996 – La Sorbonne

Comments

[CV all jobs history to present - Sept 2017.pdf](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Female

Ethnicity *

☒ Other

Other

How did you become aware of Wake County volunteer opportunities?

☒ County Website

If you selected "Other" above, how?

Please upload a file

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<http://www.wakegov.com/commissions/Documents/CodeofEthics.pdf>

SHARON E. LOZA

6116 Montcastle Court ▪ Raleigh, NC 27612 ▪ (919) 426-4034 ▪ loza@unc.edu

EDUCATION

In Progress	PhD , Educational Research and Policy Analysis North Carolina State University
ABD	DPhil , Education – Families, Early Learning, and Literacy University of Oxford
2005	M.A. Liberal Studies University of North Carolina at Greensboro
2004	Certificate , Core Concepts in Public Health University of North Carolina at Chapel Hill
2004	Certificate , Non-Profit Management Duke University
2000	M.Ed. Early Childhood Intervention and Family Support University of North Carolina at Chapel Hill
1998	B.A. Psychology and French University of North Carolina at Chapel Hill Spring 1996 – La Sorbonne

PROFESSIONAL EXPERIENCE

State Data Manager, North Carolina Early Intervention Branch, Women's and Children's Health Section, Division of Public Health/Department of Health and Human Services, April 2017-present.

- Lead, plan, develop, and implement projects related to implementing Part C of the IDEA for the statewide early intervention program.
- Manage the North Carolina Infant Toddler Program State Systemic Improvement Plan to improve social emotional outcomes for children enrolled in early intervention.
- Perform statewide needs assessments and evaluate various aspects of the program by conducting on-site monitoring visits including pre-review activities, record reviews, verification of data and presentation of findings to EI Branch State Office Staff and CDSAs.
- Assist EI Branch Management Team in identifying patterns and trends for which targeted training, technical assistance, or communication is recommended.
- Responsible for federal reporting and compliance efforts.
- Oversee data team staff to ensure program goals and objectives are met.
- Evaluate effectiveness of projects and communication and technical assistance activities within the Early Intervention program.
- Prepare reports, provide guidance and technical assistance, and collaborate with multiple internal and external stakeholders regarding Family Outcomes and Child Outcomes.
- Consult with OSEP funded national technical assistance projects and early intervention programs in other states to incorporate technical assistance materials/web links from other states and ITCA, ECTA Center, IDC, DaSy, and others into communication and TA as appropriate.

Project Manager/Directors, Marbles Kids Museum/The Kaleidoscope Project, April 2016 – April 2017.

- Managed The Kaleidoscope Project, which aims to improve places and spaces where young vulnerable children (0-8 years old) live, play, and learn to support their mental health/social emotional wellbeing.
- Built and maintained relationships with Project Steering Committee member organizations, facilitate communications, lead meetings, drive the Project schedule and provide project management and support for all activities.
- Coordinated the hiring, management and work of relevant consultant/s and/or technical assistance providers in carrying out Project activities.
- Developed and maintained positive relationships with stakeholders, helping to identify, recruit and engage stakeholders in carrying out the purpose of the Project. Participate in relevant community networks and related initiatives.
- Facilitated implementation of a comprehensive communications plan to engage partners, stakeholders and influential leaders in Project activities.
- Created nine Wake County demonstration sites serving vulnerable children ages 0-8.
- Built a network of Wake County stakeholders and influential leaders to improve the impact of children's places and spaces on vulnerable children's mental, social and emotional well-being.
- Engaged Wake County influential leaders as current and future champions of children's mental, social and emotional well-being by improving children's places and spaces.
- Worked with Evaluation Consultant to develop evaluation plans and track outcomes and indicators across the Project and use results to inform Project learning and continuous improvement.

Educational Consultant/Project Coordinator, Frank Porter Graham Child Development Institute/NC Division of Child Development and Early Education, NC Race to the Top-Early Learning Challenge, August 2013 –December 2016.

- Managed a portfolio of selected projects, serve as contract administrator, co-lead grant program monitoring, reporting and Communications efforts.
- Coordinated, provided technical assistance, specific expertise or other resources to state, local, and public stakeholders; facilitated and managed work groups or committees around birth to eight-year old public policy and education initiatives.
- Worked closely with various government, non-government, and local agencies, providers and policy makers to support project, research, and contract processes, program monitoring, interpretation and application of federal and state rules, regulations, and policies, and grant applications adhering to project timelines.
- Monitored project progress by ongoing desk reviews, analyzing data from multiple sources, including reports from participating agencies and conduct site visits to ensure that projects meet federal Scope of Work requirements.
- Facilitated collaboration and leverage existing grant projects and state/community initiatives to support system building and better outcomes for children and families.
- Led coordination of the Transformation Zone and provide oversight to the Evaluation.
- Attended and contributed to team meetings to share specialized knowledge to inform decision making, assist with strategic planning, identify opportunities and obstacles and develop recommendations for action to support program improvements.
- Worked with policy, program, and implementation staff to prepare briefing documents, data fact sheets, and other materials.

State Implementation Specialist, Frank Porter Graham Child Development Institute, National Implementation Research Network, NC Race to the Top-Early Learning Challenge Transformation Zone, November 2012 – September 2013.

- Served as a key member of the Race to the Top - Early Learning Challenge (ELC) Transformation Zone team, working with state and local leaders to apply implementation science principles to support early childhood system building work in rural counties in North Carolina.
- Provided training and coaching to County Leadership and Implementation team members to build local capacity for high quality implementation of evidence-informed/based programs/practices.
- Facilitated the development of cross-sector teams to collaborate on integrating evidence-based and evidence-informed early childhood interventions.
- Advised on program implementation and identified opportunities for collaboration.
- Provided technical leadership in the design, development, planning, implementation, and capacity building for quality improvement of effective early childhood programs.
- Participated in ELC learning community and provided support for meetings, workgroups, and teams developing resources and expanded use of implementation principles.
- Attended cross sector State Leadership and Implementation team meetings, and worked with state partners on strategy implementation.

Editor, American Journal Experts, January 2014-June 2014.

- Provide manuscript editing for international researchers to support publication efforts.

Licensing/Accreditation Specialist, The Center for Guided Montessori Studies, January 2014-March 2015.

- Ensure compliance with State regulations and Montessori Accreditation Council Teacher Education (MACTE) accreditation requirements.
- Research state and federal regulations relating to authorization of proprietary and/or distance education programs; conduct follow up with State agencies as necessary.

Project Management Specialist, Education Policy and Systems, International Development Group, RTI International, March 2012-November 2012.

- Served as the Home Office Technical Manager (HOTM) for a USAID Cooperative Agreement focused on health and education system strengthening in Uganda.
- Developed SOWs for consultants and managed staff required to carry out assessments.
- Prepared and reviewed work plans, budgets, technical, consultant, trip, and other reports.
- Ensured federal contractual/agreement, ethical and legal compliance.
- Collaborated on technical and strategic planning and assisted with Human Resources efforts (i.e. recruitment, interviewing, and hiring) for international staff and consultants.
- Led communications and engagement efforts with program partners (i.e. individual consultants, university partners, international NGOs), including drafting PR materials.
- Contributed to technical writing efforts for a Nepali national education sector assessment.
- Coordinated technical activities for a subcontract to DFID-funded Girls Education Challenge supporting education for marginalized girls in developing countries.
- Provided input into data quality control/assurance SOPs for the EGRA.

Project Manager/Research Associate, National Children's Study, Carolina Population Center, July 2008 – March 2012.

- Developed project plans, protocols, and timelines to monitor project progress with investigators, subcontractors, and staff to coordinate activities for a national study investigating the impact of environmental exposures on child growth and development.
- Assisted with budget projections, submission, monitoring, and compliance.
- Wrote quarterly and annual reports, prepare updates monitoring Study progress.
- Wrote small business statement of work, and oversaw application and selection process, and negotiated award, responsible for subcontractor oversight.
- Participated in national, state, and local meetings, web casts, workgroups/task forces.
- Oversaw community outreach and engagement efforts, project Community Advisory Group, and worked with key community and state stakeholders.
- Managed media campaigns and worked with Graphics team to create social marketing and advertising materials (brochures, newsletters, giveaways, etc).
- Led social media efforts (i.e. Facebook, blog, Twitter) and generated website content.
- Hired, trained, and supervised staff on project activities and protocols and provided logistical support and resolve problems as they arise.
- Coordinated communications and lead weekly meetings to a team comprised of researchers from multiple institutions, project staff and stakeholders.
- Contributed to technical and business proposals for additional contract awards.

Research Analyst, RTI International, March 2003 - September 2005.

- Managed survey research and the outcome data task for an early intervention project.
- Oversaw implementation of project plans, mail out activities and incoming clinical data.
- Developed forms, checklists, questionnaires, and protocols to facilitate data collection.
- Responsible for database management, prepared manuals and deliverables.
- Hired and supervised on and off-site staff, and wrote monthly progress reports.
- Trained staff on standardized, non-standardized, and observational assessments.
- Monitored assessment completion, accuracy, currency, and data entry.
- Created subcontractor SOWs, managed activities, ensured invoice payment.
- Led team meetings, participated in national web conferences and face-to-face meetings.
- Assisted in budget projections and document preparation for IRB.

Delegation Coordinator, RTI International, January -June 2005.

- Coordinated an observational study tour of North Carolina education system and developed materials and packets for Egyptian Ministry of Education Officials
- Prepared debriefing reports of visit outcomes
- Wrote evaluative/summary reports of project objectives and goals.

Global Experience Coordinator, Exploris Museum, November 2004 -September 2005.

- Modeled use of education tools and implemented programs for Exploris audience pertaining to international and cultural awareness to explore connections among

international themes of geography, trade, and social action.

Project Director/Research Study Coordinator, University of Maryland at Baltimore, Center for Families, January 2002-August 2002.

- Managed a community-based health project focused on child maltreatment prevention.
- Developed questionnaires, trainings, protocols, and databases.
- Assisted with participant recruitment, home visit, and interviews.
- Planned/led team meetings and supervised research staff.
- Responsible for Institutional Review Board (IRB) correspondence.

Genetics Research Program Coordinator, Johns Hopkins University, February 2001-Oct 2001.

- Managed two multi-institution collaborative studies investigating the genetic etiology of hypertension and schizophrenia.
- Served as communication liaison for a network of university researchers in a national collaborative study funded by the National Heart, Lung, and Blood Institute (NHLBI).
- Wrote quarterly reports to the NHLBI and the National Institutes of Health (NIH) summarizing network progress.

Research Assistant II, Center for Autism and Related Disorders, July 2000-February 2001.

- Administered parent interviews and developmental assessments to 6 to 36 month olds.
- Maintained study database, data entry, and analysis.
- Assisted in the development of study protocol and data forms.

GRADUATE/CLINICAL TRAINING

Pre-Doctoral Research Fellow, Frank Porter Graham Child Development Institute, Carolina Interdisciplinary Large-Scale Policy Research Training, January- December 2007.

Student Seminar Coordinator, Education Committee, United Kingdom National Commission for UNESCO, Literacy for All Seminar, October 2005 – February 2006.

Early Interventionist/Intern, Hospital Early Head Start Program, Neonatal Intensive Care Unit, UNC Hospitals, June 2000

Student Teacher, Inclusive Preschool Classroom, Frank Porter Graham Child Development Center, 1999-2000.

Volunteer/Student Intern, Healthy Steps, University of North Carolina Ambulatory Care Clinic, Fall 1999.

Early Childhood Environmental Rating Scale Training and Infant and Toddler Environmental Rating Scale Training, 1999-2000

COMPUTER SKILLS

Microsoft Office (Word, Excel, Access, PowerPoint, Outlook)

Statistical Software: SAS, SPSS, STATA

Bibliographic Citation Tools: EndNotes, Refworks,

Online survey and social media tools: Qualtrics, SurveyMonkey, WordPress, Facebook

PROFESSIONAL DEVELOPMENT AND ADVANCED TRAINING

2016	Citizen Leadership Academy
2016	Certificate, ICH Good Clinical Practice, Global Health Training Centre
2014	Certificate, Good Clinical Practices (2014-2017)
2014	Family Education Rights and Privacy Act Training
2013	Certificate, M&E Fundamentals, USAID
2010	Tar Heel Certificate in Research Administration

PROFESSIONAL CERTIFICATES AND LICENSES

2014	Certificate, Youth Mental Health First Aid (2014-2017)
2010	North Carolina Early Educator Certification (2010-2015)
2010	Birth-Kindergarten Inclusion Teacher Licensure – Renewal (2010-2015)
2000	Level I Certification, Treatment and Education for Autistic Children and Communication Handicaps (TEACCH)

PRESENTATIONS AND POSTERS

Fleming, WO, Loza, SE, Louison, LM, Van Dyke, M. Early Childhood Implementation Teams: Applying the Active Implementation Frameworks to enhance local implementation infrastructure in support of improved early childhood outcomes. Global Implementation Conference, Washington, DC, August 2013.

Loza, SE, Panel Presenter. Participant Retention Strategies in Duplin and Durham County, NC. National Children's Study Collaborative Innovation Network Meeting, February 14, 2012.

Loza, SE, Bell, J, Brody, E, Brown, C, Fuller, Gremminger, M, Mayorga, R. Comparison of Communication Strategies in Rural and Suburban Communities: Duplin and Durham, North Carolina. NCS Research Day, Bethesda, MD, February 2011

Loza, SE, Lane, WG, Dubowitz, H. Preventing Child Abuse and Neglect: A Role for Pediatrics. Presented at the First National Conference on Children and Adolescents: Promoting Access to Mental Health Services, Baltimore, MD, June 2002.

STATE AND COMMUNITY/PHILANTHROPIC SERVICE

2017	Member , Leo M. Croghan Continuing Education and Grants Committee
2016	Member , North Carolina DHHS Suspension and Expulsion Policy Committee
2014-2015	Member , Durham Partnership for Children Evaluation Committee
2014	Reviewer , NC Division of Child Development and Early Education, Child Care
2014	Member , Wake County Young Child Mental Health Collaborative
2014	Team Member , Stop Hunger Now
2013	Reader/Reviewer , 2013 Global Implementation Conference Presenters/Posters
2013	Reader , NCPC-Reach Out and Read Program Expansion Grant
2012-2014	Member , Durham Partnership for Children Allocations Committee

MEMBERSHIPS AND PROFESSIONAL AFFILIATIONS

International Society on Early Intervention
Human Development Intervention Network
National Association of Mental Illness (NAMI) Wake County
North Carolina Infant Toddler Mental Health Association
Society for Research in Child Development
100 Women Who Give a Hoot

Profile

Which Boards would you like to apply for?

Open Space and Parks Advisory Committee: Submitted

Planning Board: Submitted

GoTriangle Board of Trustees: Submitted

United Arts Grants Panels: Appointed

Wake Technical Community College Board of Trustees: Submitted

Please select your first Board preference: *

☒ Planning Board

Please select your second Board preference: *

☒ Triangle Transit Authority Board

Please select your third Board preference: *

☒ Wake Technical Community College Board of Trustees

Please select your fourth Board preference: *

☒ United Arts Grants Panels

Please select your fifth Board preference: *

☒ None Selected

Please select your sixth Board preference: *

☒ None Selected

William

First Name

S

Middle Initial

Palmer

Last Name

1413 Shady Rise Glen

Street Address

Suite or Apt

Raleigh

City

NC

State

27603

Postal Code

What district do you live in?

☒ District 7

Mobile: (910) 367-8934

Primary Phone

Business: (919) 573-0992

Alternate Phone

palmer.seth@gmail.com

Email Address

NC REALTORS

Employer

Political Communications and
Regulatory Affairs Director

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☒ Yes ☐ No

In order to assure countywide representation, please indicate your place of residence:

☒ Raleigh

Interests & Experiences

Why are you interested in serving on a Board or Commission?

I am interested in serving on my desired boards and commissions as I am extremely interested in giving back to my community. I have previous experience serving on the City of Raleigh's Bike and Pedestrian Advisory Commission (BPAC) but had to resign due to my moving outside of the city limits. My background is primarily focused on transportation and real estate, and I would welcome the opportunity to provide that to the great work going on in these groups.

Work Experience

North Carolina Association of Realtors® 2014 – Present Political Communications & Regulatory Affairs Director (2016 – Present), Local Government Affairs Director (2014 – 2015) • Develop research briefs on issues of importance to the association including legislative actions, transportation policy, and regulatory affairs; advise senior leadership on communication needs and lobbying strategies • Lead discussions with the legislative committee to formulate and relay the associations stance on policy issues to 36,000 members; leverage relationships and networks to advocate at the community and state level • Represent the association and its members before regulatory bodies such as the North Carolina Real Estate Commission, Appraisal Board, and Coastal Resources Commission • Highlight government affairs activities through a weekly newsletter and the association's quarterly magazine, Insight • Assist local associations with Political Action Committee activities including fundraising and candidate funding

Longleaf Strategy Group 2014 – Present Founder and Principal • Provide consulting services to local lobbying firms, law firms and trade associations; research legislative policy and draft briefs related to areas of interest • Serve as an advisor to leadership within start-up organizations; provide an overview of opportunities at the local/state level and input on communications strategy, lobbying, grant acquisition, and business growth plans

North Carolina Department of Transportation 2011 – 2013 Policy Advisor, Logistics (2012 – 2013), Liaison to the Lieutenant Governor (2011 – 2012) • Developed strategic plan aimed at increasing operational efficiency and improving legislative relationships after the legislative transfer of the NC Global TransPark and NC State Ports Authority to NCDOT • Assisted the Governor's Logistics Task Force with the Seven Portals Study and North Carolina Maritime Strategy; drafted final report outlining a plan to move people, goods, and information more efficiently throughout the state • Researched policy in the areas of transportation, commerce and trade, and maritime operations; drafted white papers for the Lt. Governor, Secretary of Transportation, and Director of Statewide Logistics Office of Lieutenant Governor Walter Dalton 2009 - 2011 Director of Constituent Services • Represented the Lt. Governor on committees related to education, US Census and transportation; interacted with members of the General Assembly, statewide government officials and high profile business leaders • Developed social media outreach plans and protocols and managed the Lieutenant Governor's website • Conducted research on innovative education technologies for the Joining Our Businesses and Schools Commission

Volunteer Experience

Band Together, Co-Chair Main Event (2016-Present), Nonprofit Selection Committee (2014-Present); NC State University Friends of Arts NC State Board of Directors (2015-Present), Food Bank of Central and Eastern North Carolina, Social Media Ambassador (2013-Present); City of Raleigh Bicycle and Pedestrian Advisory Commission, Member (2015-2016); Jim "Catfish" Hunter ALS Association, Chair: Advocacy Committee (2010-2015)

Education

North Carolina State University~ Raleigh~ North Carolina~ May 2008 B.A.~ Political Science Pi Sigma Alpha_National Political Science Honor Society

Comments

[SethPalmerResume.pdf](#)

Upload a Resume

[WSethPalmer_Bio.docx](#)

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Male

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ County Website

If you selected "Other" above, how?

Please upload a file

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

By submitting this electronic application, if appointed, I pledge by my signature below that I have read and will comply with the ethics guidelines for advisory boards and commissions as adopted by the Wake County Board of Commissioners which are found at the link below.

<http://www.wakegov.com/commissions/Documents/CodeofEthics.pdf>

W. Seth Palmer is an experienced young professional with a background and passion for the policy process. Throughout his eight years of professional experience, he has led multiple large-scale projects addressing needs of state government organizations, trade associations as well as small businesses, start-ups and nonprofits.

Seth currently serves as the Political Communications and Regulatory Affairs Director for the North Carolina Association of REALTORS®. In this role, he manages the association's advocacy communications efforts to its more than 35,000 members. Seth also serves as its primary regulatory lobbyist, representing the association before agencies such as the North Carolina Real Estate Commission and North Carolina Appraisal Board. Prior to joining the REALTORS® team, Seth served on the staffs of the North Carolina House Majority Leader, North Carolina Lieutenant Governor, and the Secretary of the North Carolina Department of Transportation. In 2012, Seth authored the final report for the Governor's Logistics Task Force, a 30-member commission tasked with examining North Carolina's freight logistics capabilities and economic development opportunities.

Seth is a 2008 graduate of North Carolina State University with a Bachelor of Arts degree in Political Science. He was elected to the Pi Sigma Alpha, National Political Science Honor Society and is a 2011 Fellow of the North Carolina Institute of Political Leadership. He is actively involved in numerous community organizations and serves as the 2017 Event Co-Chair for Band Together NC, a nonprofit whose efforts have raised over \$6.5 million for Triangle-area nonprofit organizations.

W. SETH PALMER

1413 Shady Rise Glen | Raleigh, NC 27603 | 910.367.8934 | palmer.seth@gmail.com

Relationship oriented and goal driven with a passion for the legislative process and a proven ability to communicate policy issues in ways that engage and influence others. Focused on building trust and rapport with internal and external stakeholders and developing mutually beneficial partnerships that enhance organizational efforts in the short and long term. Skilled communicator across levels and functions and a key advisor to senior leadership. Successful track record of managing multiple priorities and completing projects on time within tight deadlines.

Government Affairs
Program Development

Lobbying Experience
Strategic Planning

Presentation Skills
Policy Development

PROFESSIONAL EXPERIENCE

North Carolina Association of Realtors®

2014 – Present

Political Communications & Regulatory Affairs Director (2016 – Present), Local Government Affairs Director (2014 – 2015)

- Develop research briefs on issues of importance to the association including legislative actions, transportation policy, and regulatory affairs; advise senior leadership on communication needs and lobbying strategies
- Lead discussions with the legislative committee to formulate and relay the associations stance on policy issues to 36,000 members; leverage relationships and networks to advocate at the community and state level
- Represent the association and its members before regulatory bodies such as the North Carolina Real Estate Commission, Appraisal Board, and Coastal Resources Commission
- Highlight government affairs activities through a weekly newsletter and the association's quarterly magazine, *Insight*
- Assist local associations with Political Action Committee activities including fundraising and candidate funding

Longleaf Strategy Group

2014 – Present

Founder and Principal

- Provide consulting services to local lobbying firms, law firms and trade associations; research legislative policy and draft briefs related to areas of interest
- Serve as an advisor to leadership within start-up organizations; provide an overview of opportunities at the local/state level and input on communications strategy, lobbying, grant acquisition, and business growth plans

North Carolina Department of Transportation

2011 – 2013

Policy Advisor, Logistics (2012 – 2013), Liaison to the Lieutenant Governor (2011 – 2012)

- Developed strategic plan aimed at increasing operational efficiency and improving legislative relationships after the legislative transfer of the NC Global TransPark and NC State Ports Authority to NCDOT
- Assisted the Governor's Logistics Task Force with the *Seven Portals Study* and *North Carolina Maritime Strategy*; drafted final report outlining a plan to move people, goods, and information more efficiently throughout the state
- Researched policy in the areas of transportation, commerce and trade, and maritime operations; drafted white papers for the Lt. Governor, Secretary of Transportation, and Director of Statewide Logistics

Office of Lieutenant Governor Walter Dalton

2009 - 2011

Director of Constituent Services

- Represented the Lt. Governor on committees related to education, US Census and transportation; interacted with members of the General Assembly, statewide government officials and high profile business leaders
- Developed social media outreach plans and protocols and managed the Lieutenant Governor's website
- Conducted research on innovative education technologies for the Joining Our Businesses and Schools Commission

Served as a Legislative Intern in the Office of North Carolina House Majority Leader Rep. Hugh Holliman, 2008 – 2009

EDUCATION & HONORS

North Carolina State University, Raleigh, NC
B.A., Political Science, 2008

North Carolina Institute of Political Leadership
Fall 2011 Fellow

LEADERSHIP & ASSOCIATIONS

Band Together, Co-Chair Main Event (2016-Present), Nonprofit Selection Committee (2014-Present); **NC State University Friends of Arts NC State Board of Directors** (2015-Present), **Food Bank of Central and Eastern North Carolina**, Social Media Ambassador (2013-Present); **City of Raleigh Bicycle and Pedestrian Advisory Commission**, Member (2015-2016); **Jim "Catfish" Hunter ALS Association**, Chair: Advocacy Committee (2010-2015)

Profile

Which Boards would you like to apply for?

United Arts Grants Panels: Submitted
WakeMed Hospital Board of Directors: Submitted
Population Health Task Force: Submitted

Please select your first Board preference: *

None Selected

Please select your second Board preference: *

None Selected

Please select your third Board preference: *

None Selected

Please select your fourth Board preference: *

None Selected

Please select your fifth Board preference: *

None Selected

Please select your sixth Board preference: *

None Selected

<u>Bilal</u>		<u>Parviz</u>
First Name	Middle Initial	Last Name

<u>9117 Castleton Ln</u>	
Street Address	Suite or Apt

<u>Raleigh</u>	<u>NC</u>	<u>27615</u>
City	State	Postal Code

What district do you live in?

☒ District 1

Mobile: (919) 239-5601

Primary Phone

Business: (919) 870-2295

Alternate Phone

bilal.parviz@gmail.com

Email Address

Genworth Financial

Employer

Director Market Intelligence

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Raleigh

Interests & Experiences

Why are you interested in serving on a Board or Commission?

Primarily, I want to engage with my community and add value to society at large. I am very empathetic, open minded and can balance multiple objectives to form a well rounded opinion. Serving on a Board or Commission will also help me grow my capabilities and further my skill set to guide large initiatives.

Work Experience

Genworth US Mortgage Insurance, Raleigh, NC 05/2015 to present Director Market Intelligence • Lead the market intelligence team to provide an ongoing, comprehensive view of our market including market size, key economic indicators, competitive state, market dynamics and developments. • Set a vision for the team and then drive the team to success. • Establish a clear approach for linking comprehensive market intelligence to strategy and annual planning efforts. Ensure that our leadership has the appropriate level of detail on market developments such that sound decisions can be made. • Engage external industry leaders on marketplace trends and drive the innovation mindset into business strategy. • Be the primary link to our Government Relations team for leveraging our market intel to provide support in driving our message with key legislative and regulatory constituents. • Develop the team's core competency on the FHA, understanding and evaluating their product and pricing, assessing any changes and their corresponding impact to Mortgage Insurance (MI) and Genworth. • Lead the progression of our

competitive intelligence capabilities by establishing a clear framework for Competitive Intelligence (CI) at Genworth and then working with our lead of CI to execute in a way that delivers meaningful data, analysis and perspective to senior leadership. • Leverage work done internally by our Chief Economist to be used externally with customers and to support the Genworth brand. • Work with our Market Intelligence analyst to continue driving new ways for our business to consume information and innovate fresh methods to physically deliver information in our workplace. Use data to inform the best ways, times and audiences for delivering specific messages. • Based on market intelligence, partner with SVP of Strategy to originate ideas and assess opportunities for new strategic partnerships. • Drive a culture of curiosity, positivity, innovation and proactivity with the market intelligence team and with peers. • Position reports to SVP-Strategy & Business Intelligence; 3 direct reports Sr. Product Development Manager • Lead cross-functional teams in the development and go-to-market execution of new products. • Developed new products and value added services which have been embraced by ~900 customers. • Engage with the sales team, strategic lending partners and internal stakeholders to drive profitable new product innovation. • Present at customer Roundtables and lead discussions on market trends, technology updates and portfolio lending. • Prepare pitch decks, present new products to customer's senior management teams and obtain customer commitments as market validation of product concepts. • Develop consensus on the viability of product offerings and obtain approval from Senior Leadership Team for go to market strategy. • Build new relationships with mortgage investors and industry stakeholders to design exclusive offerings that distinguish Genworth from the competition. • Active Board member of the Genworth Political Action Committee (GENPAC) and the Asian-Pacific American Forum (APAF) steering committee. Clary Business Machines, San Diego, CA 04/2011 – 02/2015 Director Finance and Strategy • Lead the development of company's new flagship product CLARY OneScreen to best position it for growth and to attract venture capital. Built a network of over 25 distributors and grew the startup subsidiary from a product concept to 50+ corporate customers in sales in North and South America. • Pitched to VC firms and obtained commitments for \$2M in funding from state of Indiana. • Develop plan and strategy for developing and achieving the company goals. Define sales processes that drive results and identify areas of improvements. • Monitor market and competitor activity and provide feedback to company leadership team. Gather data related to customer interactions to create detailed and accurate forecasting. • Manage key customer relationships and participate in closing strategic opportunities. Measure customer satisfaction and fulfill customer expectations. • Travel for in-person meetings with customers and distribution partners to develop relationships. • Continuously improve knowledge of the latest tools and technologies and assist clients to stay in front of latest trends. Fannie Mae, Washington, DC 09/2003–03/2011 Finance Manager, Capital Markets • Managed a team of financial analysts to conduct economic and accounting analysis of Portfolio performance and MBS trading activity. • Presented to Senior Management of Fannie Mae including CFO, EVP of Portfolio Management, SVP of Single-Family business and SVP of Treasury on a monthly basis with a focus on trading volumes, profit and loss, hedging strategies. Comparisons with market performance and projected impact on quarterly financial statements. • Managed relationships with teams of examiners and inspectors in FHFA and created reports, analysis and commentary to facilitate regulatory exams. • Provided Subject Matter Expertise to a team of consultants to consolidate trading income and Return on Capital reporting on a multi department IT project. Requirements included creating various APIs between PeopleSoft and the company's proprietary trading platform. • Collaborated with Traders in various risk analysis projects on a transaction level and implemented operating limits for each exposure. • Prepared forecasts and analysis for senior management detailing the impact of market developments and new accounting standards on various portfolios and trading strategies. Analyst, Capital Markets • Managed the proprietary hedging application IntraMonth. This application gets real time data of all transactions across the corporation and is used to track and monitor hedging strategies. The application was supported by 2 SQL developers with functional

reporting to me. • Created spreadsheet models for calculation of P&Ls of various fixed income trading strategies. • Managed the monthly CRA program, processing loan tapes, filling Investor orders and opening pools for Investors. Team Lead, Internal Audit and Operations Risk • Identified and tested Financial Reporting Controls (FRCs) for the S-Ox 404 Compliance Project. • Measured and monitored 28 Key Performance Indicators (KPIs) for Portfolio aged items, Wire Transfers and Securities Trading systems. • Delivered internal trainings for MBS, derivatives trading operations and risk management using financial models. • Managed departmental planning and forecasting using a proprietary Risk Assessment Model and scenario analysis.

Volunteer Experience

Worked with International Festival committee to plan the 2016 International Festival. Actively volunteer for Habitat for Humanity. Participate in charity events regularly such as Pratham 5k and USCRI activities.

Education

B.S. Mechanical Engineering MBA Finance and Negotiations

Comments

[Bilal Parviz 2016.docx](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Male

Ethnicity *

☒ Asian

Other

How did you become aware of Wake County volunteer opportunities?

☒ County Website

If you selected "Other" above, how?

Please upload a file

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

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By submitting this electronic application, if appointed, I pledge by my signature below that I have read and will comply with the ethics guidelines for advisory boards and commissions as adopted by the Wake County Board of Commissioners which are found at the link below.

<http://www.wakegov.com/commissions/Documents/CodeofEthics.pdf>

Bilal Parviz

SPECIALTIES

Mortgage Finance, Business Development, Project Finance, Budgeting, Forecasting, Restructuring, Capital Markets, Mortgage Insurance, New Product Development, Leading Large Process Implementations, Managing Large Teams, Fintech, Business Intelligence.

PROFESSIONAL EXPERIENCE

Genworth US Mortgage Insurance, Raleigh, NC 05/2015 to present

Director Market Intelligence

- Lead the market intelligence team to provide an ongoing, comprehensive view of our market including market size, key economic indicators, competitive state, market dynamics and developments.
- Set a vision for the team and then drive the team to success.
- Establish a clear approach for linking comprehensive market intelligence to strategy and annual planning efforts. Ensure that our leadership has the appropriate level of detail on market developments such that sound decisions can be made.
- Engage external industry leaders on marketplace trends and drive the innovation mindset into business strategy.
- Be the primary link to our Government Relations team for leveraging our market intel to provide support in driving our message with key legislative and regulatory constituents.
- Develop the team's core competency on the FHA, understanding and evaluating their product and pricing, assessing any changes and their corresponding impact to Mortgage Insurance (MI) and Genworth.
- Lead the progression of our competitive intelligence capabilities by establishing a clear framework for Competitive Intelligence (CI) at Genworth and then working with our lead of CI to execute in a way that delivers meaningful data, analysis and perspective to senior leadership.
- Leverage work done internally by our Chief Economist to be used externally with customers and to support the Genworth brand.
- Work with our Market Intelligence analyst to continue driving new ways for our business to consume information and innovate fresh methods to physically deliver information in our workplace. Use data to inform the best ways, times and audiences for delivering specific messages.
- Based on market intelligence, partner with SVP of Strategy to originate ideas and assess opportunities for new strategic partnerships.
- Drive a culture of curiosity, positivity, innovation and proactivity with the market intelligence team and with peers.

- Position reports to SVP-Strategy & Business Intelligence; 3 direct reports

Sr. Product Development Manager

- Lead cross-functional teams in the development and go-to-market execution of new products.
- Developed new products and value added services which have been embraced by ~900 customers.
- Engage with the sales team, strategic lending partners and internal stakeholders to drive profitable new product innovation.
- Present at customer Roundtables and lead discussions on market trends, technology updates and portfolio lending.
- Prepare pitch decks, present new products to customer's senior management teams and obtain customer commitments as market validation of product concepts.
- Develop consensus on the viability of product offerings and obtain approval from Senior Leadership Team for go to market strategy.
- Build new relationships with mortgage investors and industry stakeholders to design exclusive offerings that distinguish Genworth from the competition.
- Active Board member of the Genworth Political Action Committee (GENPAC) and the Asian-Pacific American Forum (APAF) steering committee.

Clary Business Machines, San Diego, CA

04/2011 – 02/2015

Director Finance and Strategy

- Lead the development of company's new flagship product CLARY OneScreen to best position it for growth and to attract venture capital. Built a network of over 25 distributors and grew the startup subsidiary from a product concept to 50+ corporate customers in sales in North and South America.
- Pitched to VC firms and obtained commitments for \$2M in funding from state of Indiana.
- Develop plan and strategy for developing and achieving the company goals. Define sales processes that drive results and identify areas of improvements.
- Monitor market and competitor activity and provide feedback to company leadership team. Gather data related to customer interactions to create detailed and accurate forecasting.
- Manage key customer relationships and participate in closing strategic opportunities. Measure customer satisfaction and fulfill customer expectations.
- Travel for in-person meetings with customers and distribution partners to develop relationships.
- Continuously improve knowledge of the latest tools and technologies and assist clients to stay in front of latest trends.

Fannie Mae, Washington, DC

09/2003–03/2011

Finance Manager, Capital Markets

- Managed a team of financial analysts to conduct economic and accounting analysis of Portfolio performance and MBS trading activity.

- Presented to Senior Management of Fannie Mae including CFO, EVP of Portfolio Management, SVP of Single-Family business and SVP of Treasury on a monthly basis with a focus on trading volumes, profit and loss, hedging strategies. Comparisons with market performance and projected impact on quarterly financial statements.
- Managed relationships with teams of examiners and inspectors in FHFA and created reports, analysis and commentary to facilitate regulatory exams.
- Provided Subject Matter Expertise to a team of consultants to consolidate trading income and Return on Capital reporting on a multi department IT project. Requirements included creating various APIs between PeopleSoft and the company's proprietary trading platform.
- Collaborated with Traders in various risk analysis projects on a transaction level and implemented operating limits for each exposure.
- Prepared forecasts and analysis for senior management detailing the impact of market developments and new accounting standards on various portfolios and trading strategies.

Analyst, Capital Markets

- Managed the proprietary hedging application IntraMonth. This application gets real time data of all transactions across the corporation and is used to track and monitor hedging strategies. The application was supported by 2 SQL developers with functional reporting to me.
- Created spreadsheet models for calculation of P&Ls of various fixed income trading strategies.
- Managed the monthly CRA program, processing loan tapes, filling Investor orders and opening pools for Investors.

Team Lead, Internal Audit and Operations Risk

- Identified and tested Financial Reporting Controls (FRCs) for the S-Ox 404 Compliance Project.
- Measured and monitored 28 Key Performance Indicators (KPIs) for Portfolio aged items, Wire Transfers and Securities Trading systems.
- Delivered internal trainings for MBS, derivatives trading operations and risk management using financial models.
- Managed departmental planning and forecasting using a proprietary Risk Assessment Model and scenario analysis.

EDUCATION and CERTIFICATIONS

Kogod School of Business at American University, Washington, DC
2002 – 2004

2002 –

MBA Finance - GPA 3.95 (Highest in Class). Dean's Leadership Fellow.

GIK Institute of Science and Technology, Topi, Pakistan

1993 – 1997

B.S. Mechanical Engineering - Published a paper on "Combustion Analysis of Urban Vehicles" in the 1997 SAARC Conference.

- Certified Financial Analyst (**CFA**) 2007
- Certified Investments and Derivatives Auditor (**CIDA**) since 2004
- Certified Mortgage Origination License. NMLS ID 1468300

Computer Skills:

Expert in MS Excel, MS Project, MS Access and SQL Database skills. Worked closely with Salesforce, PeopleSoft, Oracle, Crystal Reports and most major ERP systems.

Languages: English, Spanish, Urdu, Hindi.

Profile

Which Boards would you like to apply for?

Adult Care Home Community Advisory Committee: Appointed
Capital Area Workforce Development Board: Submitted
Commission for Women (Old): Submitted
Human Services Board: Submitted
Juvenile Crime Prevention Council: Submitted
United Arts Grants Panels: Submitted
Wake County Steering Committee on Affordable Housing: Submitted

Please select your first Board preference: *

☒ City of Raleigh Board of Adjustment

Please select your second Board preference: *

☒ City of Raleigh Housing Appeals Board

Please select your third Board preference: *

☒ Adult Care Home Community Advisory Committee

Please select your fourth Board preference: *

☒ Commission for Women

Please select your fifth Board preference: *

☒ City of Raleigh Planning Commission

Please select your sixth Board preference: *

☒ Capital Area Workforce Development Board

PATRYCE

First Name

RISPRESS

Last Name

Middle Initial

514 OLD SCARBOROUGH LN

Street Address

Suite or Apt

Garner

City

NC

State

27529

Postal Code

What district do you live in?

☒ District 2

Home: (919) 862-7567

Primary Phone

Home: (919) 862-7567

Alternate Phone

ms_ris@yahoo.com

Email Address

ACCOUNTING
MGR/CONTROLLER

Employer

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Garner

Interests & Experiences

Why are you interested in serving on a Board or Commission?

Work Experience

business owner~ employed a non profit organization

Volunteer Experience

Education

BA~ MSA in accounting

Comments

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Female

Ethnicity *

☒ African American

Other

How did you become aware of Wake County volunteer opportunities?

☒ Current Wake County Volunteer

If you selected "Other" above, how?

Please upload a file

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

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<http://www.wakegov.com/commissions/Documents/CodeofEthics.pdf>

Profile

Which Boards would you like to apply for?

Commission for Women (Old): Submitted
Greater Raleigh Convention and Visitors Bureau: Submitted
Historic Preservation Commission: Submitted
United Arts Grants Panels: Appointed

Please select your first Board preference: *

☒ Commission for Women

Please select your second Board preference: *

☒ Greater Raleigh Convention and Visitors Bureau

Please select your third Board preference: *

☒ Historic Preservation Commission

Please select your fourth Board preference: *

☒ Council on Fitness and Health

Please select your fifth Board preference: *

☒ Economic Development Commission

Please select your sixth Board preference: *

☒ Cary Planning and Zoning Board

Lacey

First Name

Senko

Last Name

111 Braelands Dr.

Street Address

Suite or Apt

Cary

City

NC

State

27518

Postal Code

What district do you live in?

☒ District 4

Home: (919) 900-8900

Primary Phone

Home: (703) 927-7010

Alternate Phone

laceymc14@yahoo.com

Email Address

Cisco Systems

Employer

Head of Developer Marketing

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☒ No

In order to assure countywide representation, please indicate your place of residence:

☒ Cary

Interests & Experiences

Why are you interested in serving on a Board or Commission?

Last year I served on the United Arts Grant Panel and had a great experience. I have lived in Cary for 10 years and want to get more involved in my local community.

Work Experience

Nearly 20 years of tech marketing, event development, PR and communications experience often being the only female in a male-dominated tech industry.

Volunteer Experience

Reading mentor, Washington DC public schools STEM mentor through Durham County Public Schools Room mother for daughter's 2nd and 3rd grade classes United Arts Grant Panel member (2017) Regular volunteer at Brown Bag Ministries and With Love from Jesus Food Bank Volunteer reader Community service at With Love from Jesus~ a food pantry in downtown Raleigh...

Education

BA from University of California Santa Cruz MBA from University of Maryland College Park

Comments

I am a full-time working mom that is passionate about all women's issues and working to make Wake County an example for NC and the entire US as a place where women have equal opportunities and supported successes. I have nearly years of marketing and branding experience. Coupling this with one of my passions is a winning combo.

[ResumeLMCS.pdf](#)

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Female

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ Other

Erv Portman

If you selected "Other" above, how?

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Lacey Caldwell Senko

111 Braelands Dr., Cary, NC 27518 (703) 927-7010 (m), (919) 900-8900 (h)
lacey.caldwell@gmail.com

EXPERIENCE**CISCO**, *Head of Developer Marketing, current position*

- Establish and lead content, digital marketing and go-to-market strategy and planning for DevNet, Cisco's developer community
- Work with internal business units to establish cooperative marketing campaigns including Meraki and Spark
- Manage and developer Cisco DevNet "stories"—a collection of case studies to prove ROI
- Oversee and manage DevNet social channels and blogs
- Establish and lead developer event strategy and oversee internal and external event execution, including launching DevNet Create, establishing our 3rd party event strategy and making the DevNet Zone at CiscoLive! events to be the most visited area of show floor
- Develop new messaging for DevNet—appealing to developer and networking audiences.
- Work with design team to redesign DevNet portal to make it more user friendly
- Establish DevNet PR and AR strategies, oversee execution
- Partner with Cisco's Network Academy Graduates to tout the benefits of skill building and learning through DevNet
- Manage staff and worldwide marketing budget
- Serve on DevNet leadership team and responsible for business unit success
- Manage external agencies and vendors

QLIK, *Senior Director, Developer Marketing, 2016-2017*

- Establish and lead content and marketing strategy for developer marketing program
- Lead developer-focused digital, inbound, and content-led marketing campaigns resulting in awareness, engagement and revenue for Qlik. Grew open source community membership by 40% in six months.
- Launch social channels for Qlik developer program
- Establish and lead developer event strategy and oversee internal and external event execution
- Define strategy for developer program including pricing, packaging, delivery, data collection, market validation, marketing plan and execution
- Work with academic program to introduce students to Qlik software. Leading marketing campaign to students
- Led launch of Qlik Playground, a free coding environment to showcase Qlik APIs and data engine, increased community registrations by 300%
- Segment developer audience and create developer-specific messages for products and solutions.
- Content, copy and strategy owner for Qlik's open source project site, Branch
- Manage developer analyst program and case study program
- Manage staff and marketing budget of \$650K per year
- Manage external agencies

IBM, *Head of Content and Marketing, IBM developerWorks, 2014-2016*

- Created and executed inbound and outbound content-led marketing strategies and tactics to nurture developer leads, further engagement, purchase and adoption of IBM's cloud and SaaS offerings. Led effort to reach 1M software trials in 12 months
- Defined strategy for launching developer program worldwide including pricing strategy, packaging, delivery, data collection, market validation, marketing plan and execution
- Implemented marketing automation platform (SilverPop) to execute content-led marketing strategy and database overhaul to further nurture leads and profile audience
- Defined developer cohorts/personas for IBM's cloud and SaaS offerings
- Redefined content strategy and market positioning of IBM's developer portal, developerWorks. Created SEO-friendly content and to deliver target of 5 million UVs per month
- Established new content areas for IBM including Internet of Things and cognitive computing zones
- Defined and oversaw developerWorks' social media strategy resulting in growth of communities to over 150K followers worldwide
- Planned 3rd party developer event strategies and oversaw onsite execution
- Created executive communications—including internal and external communications

- Established new voice and messaging for developerWorks as a brand, established sub-brand strategy
- Defined 3rd party partnership strategy to grow audience. Oversee execution
- Managed external agencies
- Grew marketing staff from 3 to 12 in one year. Managed marketing and content staff of 18, marketing budget and ROI analysis

TM Forum Vice President, Marketing 2010-2014

- Develop, oversee and execute yearly B2B and B2C marketing, marcom, analyst relations, partnership and PR plans (using both inbound and outbound marketing techniques) for organization of nearly 1000 telecommunications and IT member companies
- Member of the Senior Leadership Team; owned marketing strategy, lead generation and responsible for revenue generation and overall organizational strategy and results
- Implemented best-in-breed marketing technology. Led implementation of Act-On Automation Platform. Led analytics approach to marketing through Google Analytics, KISS Metrics and Optimizely
- Established content-led marketing strategy resulting in highest online engagement ever
- Led event strategy for organization—including positioning, messaging, theme creation, and end-to-end marketing and lead nurture for 6 global TM Forum events and 6 yearly 3rd party events
- Establish go-to-market strategies for range of products including: data analytics, revenue management, cloud, network function virtualization, cyber security, and customer experience management. Grow new audiences including developers and sales/marketing professionals
- Develop and execute successful demand generation marketing plans using a variety of channels including: email, web, social media, telesales, direct mail, 3rd party events, paid media, speaking engagements, and partnerships Measured by NPS and integrated analytics
- Define and oversee organization's social media strategy resulting in growth of communities by over 500%
- P&L responsibility across all products including growth in active engagement, event attendance and revenue, and growth in membership numbers and revenue
- Rebranded TM Forum. Ran focus groups, completed full competitive analysis that resulted in new corporate messaging, updated look and feel and new approach to sales collateral
- Establish and oversee strategic partnerships and alliances to grow adoption of services and membership.
- Lead TM Forum's PR and AR functions and strategies--focused on positioning TM Forum as a leader in the digital world. Established yearly PR and analyst audit of organization to track thought leadership progress. Managed outside agencies
- Managed and led geographically dispersed team of 12 focused on delivering marketing campaigns to reach strategic and financial goals of the organization
- Manage yearly marketing budget

Connect2 Communications, 2008-2010

- Developed strategic marketing and communications plans for tech and telecom clients. Defined communication strategies, message development, inbound marketing, internal comms, and social media strategies, event execution, recommendations for: ad buys, direct mail, B2B marketing, trade show participation, awards and speaking opportunities and possible partnerships
- Led strategic marketing and communications team. Ensured deliverables are achieved on time and on budget. Account lead for clients totaling over half of firm's yearly revenue
- Planned and conducted market research for clients as needed. Analyzed results and made strategic recommendations
- Established and built relationships with industry and financial press and analysts
- Developed marketing collateral for clients—both digital and print
- Created and refreshed branding for clients including logo creation, message development, marketing collateral and website redesigns
- Edited and wrote press releases and blogs
- Developed new business opportunities, responded to RFPs and wrote new business proposals
- Managed \$500,000 budget and staff of 5

SmartMark Communications, 2007-2008

- Evaluated, reworked and/or develop new messaging and branding for tech and telecom clients to establish consistency between marketing and PR strategies
- Developed yearly and quarterly strategic communication plans for clients
- Developed and pitched relevant stories to industry media (IT, telecom, business and financial press.), wrote press releases

- Evaluated and recommended industry event participation and explore co-marketing opportunities for clients

Telecommunications Industry Association, 2005 – 2007

- Using the marketing mix, designed and oversaw world-wide B2B and B2C marketing and communications campaigns to strengthen conference attendance
- Established and led event brand and program development for association—resulting in an average of 40% increase in educational and networking event attendance
- Developed association-wide member-benefit program
- Led market research effort for launch of new event including SEO, new logo development and new website development
- Evaluated and oversaw international and domestic strategic partnerships
- Managed partner marketing and communications including other association relationships, third party partners, and member companies
- Created and led “education and content advisory board” of members to maintain integrity of educational content and programs
- Identified and secured well-known industry and world-wide leaders as keynote speakers
- Attended and presented at three-time yearly Board of Directors meeting, managed staff of four

TM Forum, Morristown, NJ, *Marketing Program Manager*, 2001 – 2005

TeleStrategies Inc., McLean, VA, *Senior Reporter*, 2000 - 2001

Warren Communications News, Washington D.C., *Associate Editor*, 1998 - 2000

EDUCATION

University of Maryland, R. H. Smith School of Business, College Park, MD

M.B.A., May 2005. Concentrations: Marketing and Strategy

University of California, Santa Cruz, CA, B.A., 1998. Concentration: American Studies

Profile

Which Boards would you like to apply for?

Raleigh-Durham Airport Authority: Submitted

United Arts Grants Panels: Submitted

Yates Mill Park Advisory Board: Submitted

Please select your first Board preference: *

☒ Raleigh-Durham Airport Authority

Please select your second Board preference: *

☒ United Arts Grants Panels

Please select your third Board preference: *

☒ Yates Mill Park Advisory Board

Please select your fourth Board preference: *

☒ None Selected

Please select your fifth Board preference: *

☒ None Selected

Please select your sixth Board preference: *

☒ None Selected

Marlyne

First Name

Silver

Last Name

1612 Vintage Road

Street Address

Suite or Apt

Raleigh

City

NC

State

27610

Postal Code

What district do you live in?

☒ District 5

(919) 787-9759

Primary Phone

(919) 479-0743

Alternate Phone

marlynej@gmail.com

Email Address

Duke University-Dept. of
Medicine (Pulmonary)

Employer

Clinical Research Coordinator

Job Title

If you live in an Extraterritorial Jurisdiction Area, select Yes:

☐ Yes ☐ No

In order to assure countywide representation, please indicate your place of residence:

☒ Raleigh

Interests & Experiences

Why are you interested in serving on a Board or Commission?

Work Experience

Duke Asthma~ Allergy and Airway Center (Pulmonary Division) May 2016-present Clinical Research Coordinator ¥ Coordinate AsthmaNet's SIENA trial conducted by Dr. Njira Lugogo at Duke Asthma Allergy and Airway C...

Volunteer Experience

As a teen and young adult (1996-2003)~ I was a part of my church's (Brooklyn Tabernacle)youth drama group and youth ministry. We produced and performed our on plays in NYC and various churches on other states....

Education

Received BA in Health and Nutrition Science from Brooklyn College in New York.

Comments

Upload a Resume

If you have another document you would like to attach to your application, you may upload it below:

Please upload a file

Demographics



Date of Birth

Gender *

☒ Female

Ethnicity *

☒ African American

Other

How did you become aware of Wake County volunteer opportunities?

☒ Other

Erv Portman

If you selected "Other" above, how?

Please upload a file

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