
Profile

Which Boards would you like to apply for?

Historic Preservation Commission: Submitted

Please select your first Board preference: *

☒ Historic Preservation Commission

Please select your second Board preference: *

☒ Cary Planning and Zoning Board

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

Jeremy

First Name

Blum

Last Name

113 Poppleford Place

Street Address

Suite or Apt

Cary

City

NC

State

27518

Postal Code

What district do you live in?

☒ District 4

Home: (919) 267-9737

Primary Phone

Home: (919) 995-2349

Alternate Phone

jerincary@gmail.com

Email Address

Retired early

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:

☒ Cary

Interests & Experiences

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

This is regarding the Historic Preservation Commission. I moved to Cary from Valparaiso, IN a year ago. I served for three years as a board member of the Porter County (Indiana) Museum of History 2013-2016. I initiated a historic home tour while there. I was also a member of Indiana Landmarks, a statewide historic preservation organization. Here in Cary, I have joined NC Modernist Houses. Regarding the Cary Planning and Zoning Board I was a commercial loan underwriter and commercial property owner in Indiana, where I moved from a year ago. I also performed and reviewed appraisals for the banks I worked for. I was able to retire early and am still relatively young. I have the free time and energy to devote to local Boards or Commissions. My wife and I love living in the Triangle which we moved to a year ago.

Work Experience

Career banker. Please see resume.

Volunteer Experience

Please see resume.

Education

Bryant University class of 1985. BS in Finance.

Comments

[JEREMY Resume 2017.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

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>

Jeremy S. Blum
113 Poppleford Place
Cary, NC 27518
Home 919-267-9737
Cel 919-995-2349
jerincary@gmail.com

Work Experience: Now Retired

Credit Manager - Horizon Bank (Michigan City, Indiana) 2006-2013

Horizon is currently a \$3 billion in assets bank. Responsible for all commercial loan underwriting. Managed 4 other credit analysts and one clerk. Also managed commercial appraisal reviews. Initiated internal bank real estate appraisals on commercial properties under \$1 million.

First Financial Bancorp dba Sand Ridge Bank – Schererville, Indiana 1992 - 2006

Sand Ridge Bank was a \$800 million in assets bank which was a division of First Financial Bancorp based in Hamilton, Ohio.

Credit Analysis Department Manager

Initiated the credit analysis function at the bank in 1993. My primary position from 2000-2006. Underwrote most commercial loan relationships and loan requests over \$1,000,000. Supervised and reviewed all the work of two other full time credit analysts.

Loan Review Officer

Held this position from 1992 to 2001. Reviewed all larger commercial loans for asset quality and documentation. Reviewed a large sample of consumer loans for the same.

Compliance Officer

Held this position from 1992 until 2003. Responsible for coordinating all compliance with all bank regulations. Served as the CRA Officer, Customer Privacy Manager and Risk Manager. All regulatory compliance exams during the period shown above were satisfactory or better.

ALLL Preparer

Prepared the quarterly Allowance for Loan and Lease Loss calculation for Sand Ridge Bank from 1992 through June, 2005.

Appraisal Reviewer

Initiated this position in 2001 and held it until August, 2005. Reviewed all commercial appraisals on commercial loans over \$250,000 for adequacy and compliance with regulations.

Office of the Comptroller of the Currency, U.S. Department of The Treasury 1992

- Performed similar duties as discussed below as a Bank Examiner out of the Kalamazoo, Michigan office.

Office of Thrift Supervision (U.S. Agency) 1985 - 1992

The Office of Thrift Supervision (OTS) is the federal government agency which regulates savings & loans and savings banks (institutions).

- Participated as a Bank Examiner in over 70 examinations of 40 different institutions. Examinations were primarily on Florida's West Coast, and were performed to ascertain safety and soundness of the institutions.
- Acted as Examiner-in-Charge for 22 examinations, including a troubled \$3 billion in assets institution. As Examiner-in-Charge was responsible for assigning and reviewing the work of the other examiners. Also responsible for completing the Examination Report and presenting it to the institution's board of directors.
- Selected to assist on most Florida examinations involving the review of junk bonds.
- Assigned to the Washington D.C. main office in the fourth quarter of 1987. Duties included drafting guidelines for use by OTS Case Managers in assessing applications by institutions to engage in various new activities.

Community Involvement

Alliance of Disability Advocates 2017-

Elected to the Board in March, 2017. ADA helps disabled people with independent living. Based in Raleigh, NC.

Gabriel's Horn Homeless Shelter 2014-2016

Gabriel's Horn is a homeless shelter for women and their children serving Porter County, Indiana. Elected a board member in 2013. Board President from January 2014 to December 2016.

Porter County Museum of History 2013-2016

Elected a board member in 2013. Member of the executive committee.

Antique Advertising Association of America 2016-

Board member starting in 2016. I write articles for their newsletter.

Portage Indiana Chamber of Commerce 2016

Board Member in 2016

Lake Area United Way (Lake County, Indiana)

Member of the Finance Committee 2000-2013

Other Activities

Passed the CFA Level 1 (Stock Analysis) test in December, 2005.

Writer of over 35 articles about stocks and the economy on Seeking Alpha.

Personal Data: Born on July 26, 1963. Excellent health. Raised in Longmeadow, Massachusetts. Married, no children.

Education: Graduated from Bryant University, Smithfield, Rhode Island in May, 1985 with a Bachelor of Science degree. Majored in finance, minored in accounting.

Computer Skills: Proficient at Word, Excel and internet searches

Profile

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☒ Historic Preservation Commission

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

MaryBeth

First Name

S

Middle Initial

Carpenter

Last Name

214 E. Horton Street

Street Address

Suite or Apt

Zebulon

City

NC

State

27597

Postal Code

What district do you live in?

☒ District 1

Mobile: (919) 741-2317

Primary Phone

Business: (919) 741-2317

Alternate Phone

marybeth@greatergiftsnc.com

Email Address

Greater Gifts Consulting

Employer

President

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:

☒ Zebulon

Interests & Experiences

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

I'd like to represent Eastern Wake County in preserving and promoting its heritage and safeguarding our historic structures there. I am leading an effort in Zebulon to establish historic districts there to protect its downtown area. My husband and I are restoring a 1911 Queen Anne Victorian home in downtown Zebulon and I have a strong interest in history and promoting the efforts of preservation across Wake County.

Work Experience

I am a fundraiser and marketer. I run Greater Gifts Consulting, where I bring strategic planning, marketing and fundraising services to non profits in the Triangle area. I also hold two fundraising certifications – a CFRE and Planned Giving Associate certifications. I have won many awards for my writing and my photography has appeared in several Triangle publications. I have a 30 year career as a fundraiser in North Carolina, Wisconsin, Virginia and Ohio, with 20 years at universities in those four states.

Volunteer Experience

I have served on several area non profit boards, including Association of Fundraising Professionals, six years including President; NCSU Libraries Board, two years; Leadmine Lake Homeowner Association board for seven years, Preservation Zebulon Board, founder and board member. I serve on the Wake Women's Giving Network Communications Committee and am an active member. I serve in several roles for St. Luke the Evangelist Church. I have been a speaker on fundraising at seminars, workshops and meetings across North Carolina and on historical topics in Zebulon and have received certification as a Master Trainer from the Association of Fundraising Professionals.

Education

Master of Business Administration, Case Western Reserve University, Cleveland Ohio; Bachelor of Arts in Journalism, the Ohio State University, Columbus, Ohio Master Trainer, Association of Fundraising Professionals, March 2017 Certified Fund Raising Executive (CFRE) – March, 2013, CFRE International, renewed 2016 Certified Gift Planning Associate, November 2008, Crescendo.

Comments

I have co-founded a grass roots historical and preservation organization, Preservation Zebulon, in 2015 which became an incorporated organization in 2016 and received non profit status in 2017. Our goal is to preserve, protect and promote historic structures in Zebulon and its vicinity with the eventual goal of having one or more National Register Historic districts. I've lived in Raleigh for 17 years, and been active in Zebulon for 3 years.

[MaryBeth_Resume_Dec_23_2017.doc](#)

Upload a Resume

[Letter_of_interest_for_WCHPC_candidacy.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 *

☒ Female

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ Other

Letter from Gary Roth inviting
interested parties to apply

If you selected "Other" above, how?

Please upload a file

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

December 23, 2017
Yvonne Gilyard, Wake County Board of Commissioners
PO Box 550,
336 Fayetteville Street Mall, Suite 1100
Raleigh, NC 27602

Dear Yvonne,

I am writing to you to submit my candidacy for membership on the Wake County Historic Preservation Commission for 2018, in response to the December letter from Gary Roth, President and CEO of CAP, informing Preservation Zebulon of vacancies to the commission.

Educationally, I hold a BA in journalism from The Ohio State University and a Master's in Business Administration from Case Western Reserve University. Continuing throughout my life, I have applied my educational skills to the furthering of historic preservation efforts, professionally, personally, and locally within Wake County.

Professionally, I am a fundraiser and marketer. I run Greater Gifts Consulting, where I bring strategic planning, marketing and fundraising services to non profits in the Triangle area. I also hold two fundraising certifications - a CFRE and Planned Giving Associate certifications. I have won many awards for my writing and my photography has appeared in several Triangle publications. I have served on several area non profit boards and been a speaker on fundraising across North Carolina, and on historical topics in Zebulon.

Personally, my husband and I are restoring a 1911 Queen Anne Victorian home in downtown Zebulon, with intention to move there once it is complete. We have started a grass roots historical and preservation organization, Preservation Zebulon, in 2015 which became an incorporated organization in 2016 and received non profit status in 2017. Our goal is to preserve, protect and promote historic structures in Zebulon and its vicinity with the eventual goal of having one or more National Register Historic districts. I currently serve Preservation Zebulon as Executive Director.

Through our efforts and with the help of Gary Roth at CAP and Claudia Brown at SHPO, we were instrumental in helping convince the Town of Zebulon to rejoin the Wake County Interlocal Agreement for historic preservation by working with the Zebulon Town Manager, Director of Planning, in cooperation with Preservation Zebulon's lobbying the Town Commissioners. I'm also active in Eastern Wake County organizations. I am a member of and presenter for the Little River Historical Society, (based in Zebulon). Our Preservation Zebulon non profit also partners with the Knightdale History Squadron and collaborates with the Wendell Historical Society. I am spearheading the Zebulon Memory Project, an oral history collaborative that is videotaping older residents of Zebulon and recording their pre-1970 memories with intentions to publish these materials and make them available to the public.

I have a life-long interest in history, architecture, and preservation and would be honored to serve with the Wake County Preservation Commission. Thank you for your consideration of my candidacy.

With best wishes,

MaryBeth Carpenter

MaryBeth Carpenter, MBA, CFRE

214 E. Horton Street, Zebulon NC 27597
(919) 741-2317 marybeth@greatergiftsnc.com

SUMMARY OF QUALIFICATIONS:

Extensive experience in all areas of fund development, raising \$44 million for non profits in areas including major gifts, planned giving, annual fund, campaigns and corporate and foundation relations for higher education, social service, medical and arts non profits. Also skilled in grant writing, communications, sponsorships, media relations, strategic planning, cause-related marketing, board training and development, volunteer management, team-building, photography, public speaking and financial administration. Seasoned speaker at conferences and in leading fundraising training for boards, practitioners and newcomers to the field. Preservation advocate leading non profit in Eastern Wake County and capturing area's history.

PROFESSIONAL EXPERIENCE:

Preservation Zebulon, Zebulon, NC June 2016 – Present

Executive Director and Co-Founder

Established non profit with mission to protect, preserve and promote historic structures in Zebulon, NC and greater vicinity. Registered with state, recruited board, passed bylaws, recruited volunteers, launched membership and direct mail program to raise visibility and support. Applied for and received 501 c 3 status in February 2017. Making progress toward goal of having one or more National Register Historic Districts in Zebulon. Non profit to be headquartered in Queen Anne Victorian home that Executive Director is restoring in downtown area. Partnering with Little River Historical Society for visibility and in undertaking Zebulon Memory Project, an oral history project capturing stories from Zebulon's early days, with plans to publish and archive the stories.

Greater Gifts Consulting, Raleigh, NC January 2013 – Present,

President

Strategic Planning and Fundraising Consulting for Triangle-based non-profit groups
Grant writing, general fundraising, events, development audits, volunteer management, campaign and strategic planning, marketing and communications.

Clients include Nourish International, Women's Center of Wake County, NC Arts in Action, NC Baptist Men, White Oak Foundation, Horse and Buddy Therapeutic Riding, Duke, NCSU, Lucy Daniels Center, Willow Oak Montessori and several educational, medical and social service organizations in the Triangle, North Carolina.

Also provided fundraising services as a contractor for OS Inc.

North Carolina State University Libraries – August 2010 – December 2012

Large Public Research University enrolling 35,000 students in Raleigh, North Carolina

Chief Library Fundraising Strategist, and Corporate and Foundation Officer

Raised \$4 million with team, set campaign strategy for library campaign.

- \$10 Million Hunt Library campaign
- Conducted Feasibility study
- Created and helped carry out campaign plan for team
- \$1.5 million personal production, \$3 million in anticipated gifts in pipeline
- Created and implemented new corporate and foundation gifting program for Libraries
- Created fundraising plan for NC Literary Festival with new funding sources

Greater Gifts Consulting, Raleigh, NC February 2010 – October 2010, Principal

Strategic Planning and Fundraising Consulting for Triangle-based non-profit groups

United Way of the Greater Triangle, Morrisville, NC March 2009 – January 2010

United Way covering Wake, Durham, Orange and Johnston Counties, 96 agencies in North Carolina

Senior Vice President

Responsible for raising \$4 million through the cultivation, stewardship and solicitation of over 3,000 Leadership Giving donors (annual gifts of \$1,200+). Techniques include seven affinity groups, a Direct Mail Program, Endowments and Planned Giving.

Manage the Donor Relations Team. Drive marketing and public relations, program budget and strategic planning for department. Work collaboratively with senior management team, board of directors, Tocqueville Society Cabinet, and numerous internal and external committees.

Tocqueville Program:

- Raised \$1.3 million from major gifts donors
- Planned implementing Planned Giving program and expanded Challenge Grant fund for major donors.
- Offered exclusive Tocqueville Society event with highest ever attendance to market the Society, engage current donors and attract new members.
- Retained 90% of major donors in a down economy, raising \$1.3 million from Tocqueville Society.
- Implemented new electronic newsletter, and improved reporting and stewardship for 7 affinity groups.
- Secured additional \$130,000 of corporate underwriting for events and programs.

North Carolina State University, Raleigh, NC – June 2006 – March 2009

Large Public Research University enrolling 35,000 students in Raleigh, North Carolina

Assistant Director of Gift Planning

One of 3 Planned Giving officers on team, raised \$50 million of deferred gifts from donors in 33 month period.

- Identified and increased number of donors by 20%
- Developed market segmentation of 3,000 people for prospecting
- Mined target list from 250,000 rated prospects, provided forecasting, weekly updates, tracking
- Responsible for \$7 million of stock transactions
- Primary interface between donor and Development Team
- Executed calls and visits for 280 donor portfolio resulting in deferred gifts
- Instituted new marketing initiative to educate clients on gift annuities, trusts, IRAs and closed numerous six and seven figure deferred gifts
- Launched new Planned Giving e- newsletter for 8,000 donors ages 50+
- Wrote and helped produce semi-annual newsletter to donors resulting in increased gifts
- Conducted community-wide seminars to attract new deferred gifts

Alverno College - September 1999 – May 2001

Women's Liberal Arts, Teaching and Nursing College of 2,800 enrollment in Milwaukee, Wisconsin

Director of Planned Giving

Raised \$2 million in Major and Deferred Gifts during \$35 million campaign, responsible for implementation and expansion of planned giving program and securing major outright gifts.

- Developed relationships resulting in six and seven figure gifts
- Conducted marketing intelligence gathering resulting in donor base increase
- Increased donor participation by 150%
- Wrote and helped produce newsletter and direct mail activity to secure deferred gifts
- Conducted marketing intelligence gathering resulting in donor base increase

University of Virginia Medical Alumni Association, October 1995- August 1999
Large Research University with 21,000 enrollment in Charlottesville, Virginia
Contractor

Wrote and edited *Medical AlumNews* on contract basis
Researched, identified new prospects for articles and solicitation
Served as fundraising and development consultant for Medical Foundation Board and staff

University of Virginia Medical Alumni Association,- September 1992 – September 1995
Large Research University with 21,000 enrollment in Charlottesville, Virginia
Assistant Director

Raised \$2.1 million and set strategic plan to prepare school for university campaign

- Events - Directed all medical alumni activities, including eight receptions/meetings a year, increased attendance at Medical Reunion weekend by 120% over three years, Increased participation in Annual Meeting by 15%.Created an Alumni-Faculty Advisory Board and Editorial Board, increasing volunteer participation by 25%.
- Instituted formal phonathon program, established volunteer solicitors
- Oversaw direct mail activity surpassing 70,000 pieces a year
- Increased donor participation by 225%
- Raised number of overall clients to 52% of target population
- Oversaw 220 volunteers for Annual Fund effort, increasing volunteer base by 60 percent
- Managed office staff of six, with three direct reports

Mt. Sinai Medical Center, Cleveland, Ohio - May 1989 – Sept. 1992
Private research and teaching hospital in Cleveland, Ohio
Media Relations Specialist and Writer/Editor

Obtained media relations coverage valued at \$750,000, wrote and edited award winning publications

- Publications - Developed, edited, wrote several magazines which won local & national awards. Responsible for all aspects from concept inception, writing through design
- Obtained extensive media relations coverage for 450 bed teaching hospital
- Responsible for employee, community & physician marketing and communications at hospital
- Researched, wrote & produced award winning quarterly magazines for nurse recruitment & development
- Produced brochures and implemented successful marketing campaign for hospital product lines

Case Western Reserve University School of Medicine - June 1987 – May 1989
Large Private Research University with 10,000 enrollment in Cleveland, Ohio
Assistant Director, Corporate & Foundation Relations

Raised \$2.3 million from corporate and foundation sources, \$6 million additional in private gifts pipeline

- Wrote proposals resulting in \$8 millions of gifts and donor retention
- Established corporate giving strategy, resulting in 50 percent gift increase
- Held events to promote university and its programs
- Conducted market research increasing donor base by 20 percent
- Acted as liaison between scientists and lay boards to promote giving

The Lorain Journal - July 1985 – June 1987
Daily newspaper with 50,000 circulation in Lorain, Ohio
Editor, Reporter, Feature Writer

Wrote feature, news stories for 50,000 circulation newspaper

PROFESSIONAL AWARDS and AFFILIATIONS:

- Executive Director, Preservation Zebulon, 2016 - present
- Association of Fund Raising Professionals, Triangle Chapter (265 members), President 2011
- During term, won four awards from AFP international for growth, programming and diversity
- AFP Triangle Past President, 2012,
- AFP Triangle 2013 At Large Board Member
- President Elect, 2010, National Philanthropy Day Chair 2010
- Member, AFP International Chapter Services Division Committee, 2012 – 2013
- AFP NC State Wide Conference Sponsorship Chair, 2014
- Program Presenter, AFP Triangle January 2010 “Ethics”
- Program Presenter, AFP Triangle January 2014 “Major Gifts in Small Shops”
- Roundtable Presenter, AFP Triangle Philanthropy Forecast January 2015 “Marketing”
- Taught CFRE Review Course module “Communications and Marketing” August 2014
- Taught CFRE Review Course module “Management” August 2014
- Taught CFRE Review Course module “Management” August 2015
- Taught Fundamentals of Fundraising module “Volunteers” August 2015
- Taught Nourish International conference module “Fundraising 101” Aug 2015
- Led AFP Triangle Roundtable “Making the Ask” March 2017
- Membership Chair, Triangle Chapter 2008 - 2009
 - o Undertook survey of all local members, findings implemented by board to increase attendance
 - o Produced first-ever membership directory for Triangle Chapter,
 - o Implemented successful strategy to reduce number of lapsed memberships

- Member, Board of Directors, North Carolina State University Library 2008- 2010
- Leadmine Lake Homeowners Association, Board Member 2009 - 2016
- Little River Historical Society, active member and speaker, 2015 – present
- Victorian Society in American, member, 2017
- Wake County Historical Society, member, 2017
- Women’ Giving Network, Marketing and Communications committee, 2015 and 2016
- North Carolina Planned Giving Council – active member 2006- 2017
- Philanthropic Planning Partners, member, 2006 - 2012
- Former Vice President of Planned Giving Association, Milwaukee WI Chapter
- Secretary and Treasurer of Northeast Ohio Hospital Public Relations Association
- Women in Communications, Inc., Cleveland Chapter, Treasurer
- Member of *Who’s Who in America*

- Won many professional awards from local, state and national agencies, including:
 - o Council for Advancement and Support of Education
 - o Cleveland Communicators’ Awards
 - o Women in Communications Inc. Healthcare Marketing Report national competition
 - o Ohio Society of Hospital Public Relations

ACADEMIC ACHIEVEMENTS / EDUCATION:

Master’s of Business Administration, Weatherhead School of Management, Case Western Reserve University
January 1992, Marketing concentration

Bachelor of Arts in Journalism, The Ohio State University, June, 1985

Master Trainer, Association of Fundraising Professionals, March 2017

Certified Fund Raising Executive (CFRE) – March, 2013, CFRE International, renewed 2016

Certified Gift Planning Associate, November 2008, Crescendo.

Profile

Which Boards would you like to apply for?

Library Commission: Submitted

Historic Preservation Commission: Submitted

United Arts Grants Panels: Submitted

Commission for Women (Old): 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

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?

☒ County Website

If you selected "Other" above, how?

Please upload a file

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

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 2016

January 2015 - February

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 2014

March 2013 - July

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 March 2013

August 2008 -

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
1981**

1980-

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
1980**

1978-

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, 919-832-5817 rbleggett@earthlink.net

Profile

Which Boards would you like to apply for?

Council on Fitness and Health: Submitted

Apex Board of Adjustment: Submitted

Fire Commission: Submitted

Historic Preservation Commission: Submitted

Open Space and Parks Advisory Committee: Submitted

Cary Planning and Zoning Board: Submitted

Library Commission: Submitted

Bay Leaf Volunteer Fire Department Inc. Board of Trustees Firemen's Relief Fund (merged Stony Hill and Bayleaf Fire to form Northern Wake): Submitted

Apex Planning and Zoning Board: Submitted

Housing Authority: Submitted

Adult Care Home Community Advisory Committee: Submitted

Jury Commission: Submitted

Juvenile Crime Prevention Council: Submitted

Alcoholic Beverage Control Board: Submitted

Domestic Violence Fatality Review Team: Submitted

Please select your first Board preference: *

☒ Juvenile Crime Prevention Council

Please select your second Board preference: *

☒ Council on Fitness and Health

Please select your third Board preference: *

☒ Library Commission

Please select your fourth Board preference: *

☒ Aircraft Noise Abatement Committee

Please select your fifth Board preference: *

☒ Alcoholic Beverage Control Board

Please select your sixth Board preference: *

☒ Domestic Violence Fatality Review Team

Liam		Leaver
First Name	Middle Initial	Last Name
709 Scissortail Lane		
Street Address	Suite or Apt	
apex	NC	27523
City	State	Postal Code

What district do you live in?

☒ District 3

Mobile: (347) 622-1158	Home: (347) 622-1158
Primary Phone	Alternate Phone

liamleaver21@gmail.com
Email Address

swimgear of NC	Branch Manager
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:

☒ Apex

Interests & Experiences

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

I want to begin a life in Politics and want to learn the working of government while serving the people in my district and state.

Work Experience

2009-2016 I was in the US Army and was honorably discharged as a Sergeant. 2016-2017- I was a branch manager of a Praxair Inc. location and managed over 1million dollars worth of stock and orders. 2017-present- I am a Branch Manager for Swimgear of NC and will be opening a small business at the start of 2018.

Volunteer Experience

organized a swim club to teach soldiers life saving swim skills and tasks. Teaching over 250 Soldiers to be proficient swimmers in the course of 13 months. Volunteered at blood drives for soldiers across the globe that needed blood. Volunteered for hospice care to visit people at the end stage of life that had no family.

Education

High school Graduate. Have taken some college courses in political science

Comments

[Liam Resume_new.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

ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

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

Liam Leaver
709 Scissortail lane, Apex, NC 27523
(347) 622-1158 liamleaver21@gmail.com

OBJECTIVE:

To obtain a full time position with a successful company where I can utilize my skills and gain further experience while enhancing the company's productivity and reputation.

WORK EXPERIENCE:

May 2016- Present

Praxair, Inc- Branch Manager

Linden, NJ

- Counter Sales Representative for 2 Person Location Managing \$500,000 in Product
- Responsible for Daily Sales Goals and Initiatives to Meet Quotas and Managing Corporate Sales Accounts
- Increased Overall Store Profit By 5% for FY16
- Reduced outstanding AR for location by interacting with customer base
- Managed a team of sales driven professionals to exceed yearly Sales Goals
- Maintained EPA and FDNY Certificates and safety standards for Branch Location

November 2014 - March 2016

United States Army - Sergeant

October 2009 - March 2016

United States Army

December 2014 - January 2016
South Korea

Section Leader

Camp Carroll,

- Reception Adjutant for 2-1 Air Defense Artillery Battalion Incoming Soldiers and Families
- Accountable for Integration, Training, Housing, Safety & Physical Fitness North of 1,300 Soldiers & Family Members with 0 Negative Incidents during That Time

June 2014 - December 2014

Land and Ammunition Clerk

Fort Bliss, TX

- Organized Live Fire Qualifications for 1,700 Soldiers
- Maintained Ammunition Log Books
- Maintained Individual Soldier Qualification Statuses
- Reserved Land in Accordance with Timeline Certifications

January 2014 - June 2014

Platoon Sergeant

Fort Bliss, TX

- Maintained Training and Operational Records for a Team of 32 Soldiers
- Organized Training and Teamwork Classes for 32 Soldiers

June 2012 - January 2014

Squad Leader

Fort Bliss, TX

- Maintained Training and Operational Records for a Team of Eight Soldiers
- Was Recognized "Best Crew" in the Summer Competition in Competition with 25 Other Teams
- 100% Reenlistment Rate Recognized By The Brigade Command Sergeant Major

March 2012 - June 2012
Facility, HI

Force Protection Leader

Pacific Missile Range

- Trained a Team of 13 Soldiers in Situation Awareness Programs
- Trained 13 soldiers in Basic Security Techniques
- Maintained Records of All Personnel and Vehicles On Site

EDUCATION AND TRAINING:

April 2014

**United States Army
Basic Leader Course**

Fort Bliss, TX

- Team Leader of 15
- Daily Muscular Strength and Endurance Training
- Maintained Motivation and Morale Among Soldiers
- **E**xecute Tasks in an Effective and Efficient Way

June 2011 - August 2011
Bliss, TX

Terminal High Altitude Air Defense

Fort

New Equipment Training: Student

- Chosen as One of 35 Soldiers Qualified to Participate In The Training Out Of 400 Possible Personnel
- Became Familiar With The New Air Defense System, Utilized Computer Familiarization and Hands on Techniques
- Finished Top Ten In The Class

October 2009 - January 2010
OK

Basic Combat Training: Recruit

Fort Sill,

- Demonstrated Discipline and Organization
- Performed Tasks Efficiently In The Time Allotted
- Heightened Physical and Mental Endurance

January 2009- April 2009

Patriot Launcher Enhanced Operator/ Maintainer Course: Trainee

Fort Sill, OK

- Maintained Launching Station and Computer Troubleshooting Programs
- Operated Hydraulic Systems and Air Brake Vehicles

September 2004 - June 2008
Brooklyn, NY

Bishop Ford Central Catholic High School

References Available Upon Request

Profile

Which Boards would you like to apply for?

Historic Preservation Commission: Submitted

Please select your first Board preference: *

☒ Historic Preservation Commission

Please select your second Board preference: *

☒ Adult Care Home Community Advisory Committee

Please select your third Board preference: *

☒ Swift Creek Volunteer Fire Department Board of Trustees Firemen's Relief Fund

Please select your fourth Board preference: *

☒ Jury Commission

Please select your fifth Board preference: *

☒ Fairview Rural Fire Department Inc. Board of Trustees Firemen's Relief Fund

Please select your sixth Board preference: *

☒ Fire Commission

Brian

First Name

D

Middle Initial

Lehrschall

Last Name

5709 Baird Dr

Street Address

Suite or Apt

Raleigh

City

NC

State

27606

Postal Code

What district do you live in?

☒ District 4

Home: (919) 810-2433

Primary Phone

Home: (919) 810-2433

Alternate Phone

blehrschall@gmail.com

Email Address

Disabled

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:

☒ Unincorporated Wake County

Interests & Experiences

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

I have experience serving on the historic preservation commission. I have a great interest

Work Experience

I was employed for 5 years at the North Carolina General Assembly

Volunteer Experience

Boy Scouts of America District Vice chairman, historic preservation Commission

Education

Associate of applied science Wake Technical Community College

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 *

☒ Male

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

None Selected

If you selected "Other" above, how?

Please upload a file

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Profile

Which Boards would you like to apply for?

Alcoholic Beverage Control Board: Submitted
Historic Preservation Commission: Submitted
Library Commission: Submitted
Open Space and Parks Advisory Committee: Submitted
Planning Board: Submitted
Raleigh-Durham Airport Authority: Submitted
GoTriangle Board of Trustees: Submitted
Wake Technical Community College Board of Trustees: Submitted
Wake County Water Partnership: Submitted
Human Services Board: Submitted

Please select your first Board preference: *

☒ Wake County Water Partnership

Please select your second Board preference: *

☒ Alcoholic Beverage Control Board

Please select your third Board preference: *

☒ Centennial Authority

Please select your fourth Board preference: *

☒ Library Commission

Please select your fifth Board preference: *

☒ Economic Development Commission

Please select your sixth Board preference: *

☒ Triangle Transit Authority Board

Jay

First Name

Meyers

Last Name

Middle Initial

5708 Carriage Park Court

Street Address

Suite or Apt

Fuquay-Varina

City

NC

State

27526

Postal Code

What district do you live in?

☒ District 2

Home: (919) 625-0214

Primary Phone

Home: (919) 625-0214

Alternate Phone

jmeyers@fuquay-varina.org

Email Address

Town of Fuquay-Varina

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:

☒ Fuquay-Varina

Interests & Experiences

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

Work Experience

24 years of general civil engineering including Morrisville Town Engineer~ Fuquay-Varina Town Engineer~ and currently Public Utilities Director for the Town of Fuquay-Varina...

Volunteer Experience

Town of Morrisville Planning Board memeber

Education

BS in Civil Engineering

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 *

☒ Male

Ethnicity *

☒ Caucasian

Other

How did you become aware of Wake County volunteer opportunities?

☒ Other

Lelia Goodwin

If you selected "Other" above, how?

Please upload a file

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Profile

Which Boards would you like to apply for?

Commission For Women: Appointed
Historic Preservation Commission: Submitted
Greater Raleigh Convention and Visitors Bureau: 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 develop 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