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

---

City of Raleigh Planning Commission: Submitted  
Greater Raleigh Convention and Visitors Bureau: Submitted  
Housing Authority: Submitted  
Juvenile Crime Prevention Council: Submitted  
Planning Board: Submitted  
United Arts Grants Panels: Submitted  
Commission For Women: Submitted

**Please select your first Board preference: \***

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☒ Housing Authority

**Please select your second Board preference: \***

---

☒ City of Raleigh Planning Commission

**Please select your third Board preference: \***

---

☒ Commission for Women

**Please select your fourth Board preference: \***

---

☒ Juvenile Crime Prevention Council

**Please select your fifth Board preference: \***

---

☒ United Arts Grants Panels

**Please select your sixth Board preference: \***

---

☒ Greater Raleigh Convention and Visitors Bureau

Tiffany

First Name

L

Middle Initial

Davis

Last Name

4217 Fawn Glen Drive

Street Address

Suite or Apt

Raleigh

City

NC

State

27616

Postal Code

**What district do you live in?**

---

☒ District 5

Mobile: (919) 889-0458

Primary Phone

Business: (919) 263-4461

Alternate Phone

tiphanie427@yahoo.com

Email Address

The Perry Group

Employer

Closing Manager

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 think it is very important to give back and I have a wide skill set that I am interested in utilizing for the improvement of my community.

## Work Experience

Administrative/Executive Assitant, Office Manager, Licensed Real Estate Broker, Notary Republic, and Photographer

## Volunteer Experience

None

## Education

BA - Business Management

## Comments

[Resume - Tiffany Davis v2018-RE.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 \***

- ☒ African American  
☒ Native American  
☒ 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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**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>



# TIFFANY DAVIS

LICENSED REAL ESTATE PROFESSIONAL

## PERSONAL PROFILE

---

To partner with a highly motivated Team, focused on continued growth, that will utilize my diverse skill set and encourage opportunities for professional development

## CONTACT

---



4217 Fawn Glen Drive  
Raleigh, NC 27616



Tiphanie427@yahoo.com



(919) 889-0458



/tiffany-davis-2369188

## EDUCATION

---

Real Estate, Residential Broker,  
State of NC

Notary, Notary Public, Wake  
County, State of NC

Insurance, Property & Casualty,  
State of NC (Inactive)

Bachelors of Arts, Business  
Management, Strayer University

## SKILLS OVERVIEW

---

- Organized and detail oriented with the ability to think critically and adapt to change
- Experienced customer service professional with quality communication and people skills
- Resourceful team player successful in trouble shooting and proactive problem solving
- Proficient in multiple transaction and database management systems
- Adept at graphic design and social media management
- Experienced at coaching, training and meeting organization
- Highly creative with a background in photography

## WORK EXPERIENCE

---

### The Ida Terbet Group

NOV 2013- CURRENT

**Social Media Manager-** Design ad campaigns and landing pages to generate and capture new lead information. Create custom graphics and content to strengthen brand awareness across all relevant social platforms. Develop drip campaigns to maintain client contact after closing. Audit agents sites and coach toward improved social awareness.

**Listing Manager-** Prepare contracts, marketing materials and CMA's for all listing appointments. Review new files for compliance and prepare for data entry. Organize necessary contractors for each listing and oversee to project completion. Establish and maintain open communication with clients. Manage all relocation business and prepare required ERC/BMA. Develop and implement new systems to increase efficiency. Design and publish marketing materials for new listings. Coordinate team meetings and social events. Train staff and new hires on policy and procedures.

## Coldwell Banker Howard Perry Walston

JUNE 2012 - NOV 2014

**Realtor/Broker-** Developed and maintain client database. Counsel clients throughout the home buying, selling or leasing process. Responsible for accurate record keeping and document submission. Answering inbound customer service calls. Manages all files from contract to closing. Troubleshooting and problem solving.

**Relief Agent-** Greet prospective clients and collect information for company database. Answer all questions relating to the builder and the community. Independently manage end of business day activities.

**Exam Proctor-** Administer final exams for students completing the pre-licensing study. Greet and check-in real estate professionals for continuing education classes. Follow all established procedures, and independently manage all end of business day activities.

## Professional Property Management

JAN 2004 - APRIL 2012

**Executive Assistant-** Assisted the owners of the company with scheduling and correspondence. Organized and lead Board meetings. Developed a system to streamline the collection policies and procedures. Managed account collections for over 175 communities. Planned and executed company socials, charity events, and any other assigned tasks.

**Assistant Property Manager-** Developed budgets, attended Board meetings and recorded minutes, designed newsletters, issued work orders, approved invoices, and handled all client relations for premium accounts.

**Receptionist-** Managed multi -line phone systems while greeting clients and guests. Accepted, processed and documented payments. Managed supply inventory and ordering. Planned and assisted with the execution of the company's website upgrade. Developed and published the first company resource manual. Assisted the office manager with all requested tasks.

## The Greer Group

AUG 1999 - JAN 2004

**Administrative Assistant** - Filled variously assigned office positions with diverse companies. Required to adapt quickly and efficiently to meet the needs of each client. Managed multi-line phone systems and customer service requests. General reception, office management, inventory management, scheduling, trouble shooting, planning and any other assigned tasks.

## C O N T A C T

---



4217 Fawn Glen Drive  
Raleigh, NC 27616



Tiphannie427@yahoo.com



(919) 889-0458



/tiffany-davis-2369188

---

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

---

Greater Raleigh Convention and Visitors Bureau: Submitted

United Arts Grants Panels: Appointed

**Please select your first Board preference: \***

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☒ Greater Raleigh Convention and Visitors Bureau**Please select your second Board preference: \***

---

☒ United Arts Grants Panels**Please select your third Board preference: \***

---

☒ Commission for Women**Please select your fourth Board preference: \***

---

☒ None Selected**Please select your fifth Board preference: \***

---

☒ None Selected**Please select your sixth Board preference: \***

---

☒ None Selected

Marjorie

First Name

H

Middle Initial

Hodges

Last Name

200 S. Dawson Street #305

Street Address

Suite or Apt

Raleigh

City

NC

State

27601

Postal Code

**What district do you live in?**

---

☒ District 4

Mobile: (919) 414-3009

Primary Phone

Business: (919) 664-6860

Alternate Phone

marjoriehodges@yahoo.com

Email Address

North Carolina Museum of Art

Employer

Director, External Affairs and  
Special Projects

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 deeply committed to art and community. Art has a way of bringing people together and fostering community. Further artists and arts organizations are economic catalysts and important in enhancing the county.

## Work Experience

Currently, Director of External Relations and Special Projects at the North Carolina Museum of Art for 3 1/2 years, director of CAM Raleigh for 3 years,, partner at Flanders Gallery for 6 years.

## Volunteer Experience

NC Coalition for Global Competitiveness, Raleigh Fine Arts Society, N Carolina Modernists Houses Advisory, Matrons of the Arts and more.( see attached)

## Education

BBS in Business Administration from the University of Georgia

## Comments

I am very active in the Wake County Arts community and see great opportunity for the United Arts Council

[Marjorie\\_Hodges\\_Bio\\_Updated\\_18.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

**Requested info from commisioners**

---

If you selected "Other" above, how?

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Please upload a file

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**ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS**

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## MARJORIE H. HODGES

DIRECTOR, EXTERNAL RELATIONS AND SPECIAL PROJECTS,  
NORTH CAROLINA MUSEUM OF ART



A creative professional with vast experience in marketing, public relations, development, contemporary art consulting and community engagement, Marjorie is a graduate of the University of Georgia's Terry College of Business. Marjorie has over twenty-five years of marketing and public relations experience with major corporations and non-profit institutions including Walt Disney World, Pfizer, the Contemporary Art Museum Raleigh and the North Carolina Museum of Art. Her passion for arts, culture and community, as well as, experience in art curating and exhibition planning contribute to her effectiveness as an arts leader and community catalyst.

At the NCMA, Marjorie's focus is fostering collaborative partnerships, community engagement and the development of the *Art in the Environment Initiative* for the Museum's 164-acre park. Other special projects include significant public art initiatives in North Carolina and creating effective corporate partnerships. Marjorie served as Director of CAM Raleigh's Foundation for three years and on CAM Raleigh's board of directors for four years. She served as the Chair of *Health, Arts & Healing* at Duke Raleigh Hospital where she helped implement a program to place original artwork by North Carolina artists in patient rooms and coordinated musical performances for patients and visitors. Marjorie was a partner with Flanders Gallery a contemporary art gallery in Raleigh where she helped plan exhibitions and curate the collections of Capitol Broadcasting Company, the Umstead Hotel Gallery, Biogen, Red Hat, HQ, RTP headquarters, American Tobacco Campus, CITRIX and more.

In addition to her professional accomplishments, Marjorie is active in the following non-profit organizations: Dix Park Conservancy Board of Directors, NC Coalition for Global Competitiveness Board of Directors, Museum Travel Alliance Advisory Board NY, North Carolina Modernist Houses Advisory Board, Raleigh Fine Arts Society, Duke Raleigh Hospital Guild, Red Sword Guild of the American Cancer Society, Awesome Foundation, Carolina Ballet, Frankie Lemmon Foundation, Southern Foodways Alliance, Art of Cool Jazz Festival, Matrons of the Arts, the North Carolina Opera and CAM Raleigh.

2520 Oxford Road, Raleigh, NC 27608 919.414.3009 [marjoriehodges@yahoo.com](mailto:marjoriehodges@yahoo.com)



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

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Alcoholic Beverage Control Board: Submitted  
Board of Adjustment: Submitted  
Capital Area Workforce Development Board: Submitted  
City of Raleigh Board of Adjustment: Submitted  
City of Raleigh Housing Appeals Board: Submitted  
City of Raleigh Planning Commission: Submitted  
Council on Fitness and Health: Submitted  
Greater Raleigh Convention and Visitors Bureau: Submitted  
Jury Commission: Submitted  
Juvenile Crime Prevention Council: Submitted  
Library Commission: Submitted  
Open Space and Parks Advisory Committee: Submitted  
Raleigh-Durham Airport Authority: Submitted  
Wake Technical Community College Board of Trustees: Submitted  
Yates Mill Park Advisory Board: Submitted

**Please select your first Board preference: \***

---

☒ Wake Technical Community College Board of Trustees

**Please select your second Board preference: \***

---

☒ Alcoholic Beverage Control Board

**Please select your third Board preference: \***

---

☒ Library Commission

**Please select your fourth Board preference: \***

---

☒ Capital Area Workforce Development Board

**Please select your fifth Board preference: \***

---

☒ Jury Commission

**Please select your sixth Board preference: \***

---

☒ Juvenile Crime Prevention Council

---

Chad

First Name

---

M

Middle Initial

---

Hunter

Last Name

---

1210 Westview Lane

Street Address

---

Apt. 205

Suite or Apt

---

Raleigh

City

---

NC

State

---

27605

Postal Code

## What district do you live in?

---

☒ District 5

Home: (704) 564-2648

Primary Phone

Business: (919) 745-2920

Alternate Phone

chadmhunter@gmail.com

Email Address

Syneos Health

Employer

Project Manager I

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 would like to give back to my community.

### Work Experience

---

Project Manager I, Syneos Health - 11/18-Current Project Specialist II, Syneos Health - 04/17-11/18  
Project Specialist, Premier Research - 05/16-04/17 Postdoctoral Research Associate, North Carolina  
State University - 01/16-05/16 Graduate Research and Teaching Assistant, North Carolina State  
University - 08/11-12/15 Graduate Research and Teaching Assistant, East Carolina University - 08/09-  
07/11

### Volunteer Experience

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Theta Chi Alumni Corporation Treasurer, Delta Rho Chapter - 4/11-Current

### Education

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Ph.D., Genetics - North Carolina State University - 08/11-12/15 M.S., Cell Biology - East Carolina  
University - 08/09-05/11 B.S., Biological Sciences - North Carolina State University - 08/05-05/09

### Comments

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I am very eager to make a positive impact in my community and would love the opportunity to do this by  
serving on a committee.

[Hunter\\_Chad\\_CV.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 \*

☒ 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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## ETHICS GUIDELINES FOR COUNTY ADVISORY BOARDS AND COMMISSIONS

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# Chad Hunter

## USA-NC-Morrisville-1030-SyncSt Project Manager I

### Biography

Chad M. Hunter has over 2.5 years experience in Project Management, phases I-IV, in a clinical research organization (CRO). Chad M. Hunter also has over 8 years experience in biological research focusing broadly in biological sciences with a detailed focus on genome stability.

Chad. M Hunter has experience in all phases of clinical research from start-up to close-out. He has successfully aided in the startup, maintenance, and close out of numerous studies.

His therapeutic area experiences include:

- Analgesia: transdermal patch (Phase III)
- Dermatology: wrinkle correction (Phase IV)
- Hepatology: liver disease (Phase I & III)
- Neuroscience: schizophrenia and bipolar disorder (Phase III)
- Rare Disease: immunodeficiency disorder (Phases II & III)

### Professional Experience

#### Nov 2018 - Present Syneos Health

##### Project Manager I

##### Project Administration

- Creates and maintains the Trial Master File Management (TMF) Plan. Routinely reviews the TMF to ensure quality, completeness and inspection readiness.
- Coordinates and monitors the activities associated with study deliverables across all applicable internal functional departments and vendors.
- Assists with activities associated with interim analyses, database snapshots and locks, final CSR and study closure.
- Assists with identification of and contracting with approved vendors, as necessary.
- Provides vendor management, inclusive of ensuring key deliverables are met, potential scope creep is identified and change orders are developed, as necessary.
- Assists with development and implementation of change orders.
- Assists with resource management and team member transition by collaborating with appropriate Resource Managers and ensuring detailed Transition Plans are developed and implemented efficiently.

##### Financials/Reporting

- Develops contingency planning and risk mitigation strategies to ensure meeting or exceeding

study milestones.

- Creation and maintenance of metric reports, inclusive of data collection from multiple sources, for delivery to client or senior management.
- Assists with overall financial performance of the study by interacting with internal functional departments or vendors to obtain required metrics for financial reporting.
- Attends financial review meetings to assist with reconciliation and identification of budget overrun.
- Reviews and approves invoices from sites or vendors and to the client.

#### Business Development

- Participates in representing the company to the client, ensuring satisfaction levels are met and statuses of deliverables are communicated effectively.
- May participate in Customer proposal development.
- In collaboration with the Project Team, will plan, coordinate and present at internal and external meetings.

#### Knowledge/Training

- Facilitates team training in accordance with protocol and/or project requirements, including therapeutic, protocol specific, and process training.
- Develops knowledge of current therapeutic environment.

### **Jan 2018 - Nov 2018 Syneos Health**

#### Project Specialist II

- Supports Project Manager (PM) to ensure the contracted services and expectations of a clinical study are carried out by the assigned project team in accordance with the executed contract and the Customer's expectations.
- Tracks and analyzes project details and maintains internal systems for assigned projects within a therapeutic area.
- Assures compliance with local regulations, Code of Federal Regulations/International Conference of Harmonization (ICH), Good Clinical Practices (GCP) guidelines, and Company and Sponsor Standard Operating Procedures (SOPs).
- Mentors and coaches site activation staff in specialized areas of expertise (e.g., ICF/IB/IRB/Advertising review teams).

### **Apr 2017 - Jan 2018 INC Research**

#### Project Specialist II

- Supports Project Manager (PM) to ensure the contracted services and expectations of a clinical study are carried out by the assigned project team in accordance with the executed contract and the Customer's expectations.
- Tracks and analyzes project details and maintains internal systems for assigned projects within

a therapeutic area.

- Assures compliance with local regulations, Code of Federal Regulations/International Conference of Harmonization (ICH), Good Clinical Practices (GCP) guidelines, and Company and Sponsor Standard Operating Procedures (SOPs).
- Mentors and coaches site activation staff in specialized areas of expertise (e.g., ICF/IB/IRB/Advertising review teams).

### **May 2016 - Apr 2017 Premier Research**

Project Specialist

- Assisted in overall Project Delivery of clinical trials, coordinating efforts of multiple departments.
- Identified risks to milestones and deliverables to ensure project delivery within all contracted timelines.
- Initiated communication and documentation internally and externally.
- Ensured adherence of project to budget and scope of work in order to maximize project profitability.
- Ensured project tasks are completed in accordance with project plans and standard operating procedures and projects are audit ready.

### **Dec 2015 - May 2016 North Carolina State University**

Postdoctoral Research Associate

- Investigated the link between hybrid sterility and recombination in the model organism, *Drosophila melanogaster*.
- Performed experiments to examine correlated gene expression in response to parasitism.

### **Jul 2011 - Dec 2015 North Carolina State University**

Graduate Research and Teaching Assistant

- Developed several independent projects to address the environmental and genetic determinants of recombination rate variation in *D. melanogaster*, leading to three high quality publications.
- Supervised the training of nine undergraduates in the scientific process and assisted them in executing independent projects resulting in publications.
- Taught multiple sections of Introduction to Genetics recitation sessions.

### **Aug 2009 - Jun 2011 East Carolina University**

Graduate Research and Teaching Assistant

- Investigated genome integrity of multiple DNA replication proteins in *D. melanogaster* using both in vitro and in vivo approaches.
- Taught multiple sections of Introduction to Biology laboratory sessions.



## Therapeutic Experience

- |                                  |  |
|----------------------------------|--|
| <b>CNS Psychiatry</b>            | - Schizophrenia                              |
| <b>Dermatology</b>               | - Dermatology - Hyperfunctional Facial Lines |
| <b>Hepatology</b>                | - Cirrhosis, Hepatic                         |
| <b>Immunology / Inflammatory</b> | - Immune Deficiency                          |

## Languages

- English - Speaking, Reading, Writing**  
 - Native

## Additional Experience

- Pain, Bunionectomy
- Pain, Knee Replace

## Education

- |             |   |
|-------------|---|
| <b>2015</b> | <b>North Carolina State University - United States</b><br>Doctor of Philosophy PhD - Genetics |
| <b>2011</b> | <b>East Carolina University - United States</b><br>Masters - Cell Biology                     |
| <b>2009</b> | <b>North Carolina State University - United States</b><br>Bachelor - Biological Sciences      |

## Publications & Presentations

- Hunter, C. M., M. C. Robinson, D. L. Aylor, and N. D. Singh. Genetic background, maternal age and interaction effects mediate rates of crossing over in *Drosophila melanogaster* females. *G3: Genes | Genomes | Genetics* 6 (2016):1409-1416. doi: 10.1534/g3.116.027631
- Hunter, C.M., W. Huang, T. F. C. Mackay, and N. D. Singh. The genetic architecture of natural variation in recombination rate in *Drosophila melanogaster*. *PLOS Genetics* (2016). doi: 10.1371/journal.pgen.1005951
- Hunter, C. M. and N. D. Singh. Do males matter? Testing the effects of male genetic background on female meiotic crossover rates in *Drosophila melanogaster*. *Evolution* 68

(2014):2718-2726. doi: 10.1111/evo.12455

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

---

Adult Care Home Community Advisory Committee: Submitted  
Greater Raleigh Convention and Visitors Bureau: Submitted  
Library Commission: Submitted  
Nursing Home Community Advisory Committee: Submitted  
Wake Technical Community College Board of Trustees: Submitted  
Commission For Women: Submitted

**Please select your first Board preference: \***

---

☒ Commission for Women

**Please select your second Board preference: \***

---

☒ Nursing Home Community Advisory Committee

**Please select your third Board preference: \***

---

☒ Greater Raleigh Convention and Visitors Bureau

**Please select your fourth Board preference: \***

---

☒ Adult Care Home Community Advisory Committee

**Please select your fifth Board preference: \***

---

☒ Wake Technical Community College Board of Trustees

**Please select your sixth Board preference: \***

---

☒ Library Commission

Irina

First Name

Kozlova

Last Name

Middle Initial

8518 Eden Park Drive

Street Address

Suite or Apt

RALEIGH

City

NC

State

27613

Postal Code

**What district do you live in?**

---

☒ District 7

Mobile: (704) 907-5955

Primary Phone

Home: (704) 907-5955

Alternate Phone

ikozlova333@gmail.com

Email Address

Advance Auto Parts

Employer

Sr. Financial Analyst

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

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## Interests & Experiences

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

I am looking for opportunities to serve local community with my relentless drive for continuous improvement. My work experience and knowledge in areas of operational efficiency, finance and business transformation can be very beneficial for the boards. Being recognized as a top performer at work, I want to add purpose and meaning to my life through volunteering and giving back. It will be an honor to join Wake county boards.

---

## Work Experience

2017 - Present - Sr. Financial Analyst, Advance Auto Part Headquarters, Raleigh, NC. Along with FP&A responsibilities for 40+ warehouse facilities across US, I am a part of business transformation group that drives financial and operational efficiency in the company. 2017- 2014 - Analytics Manager, Kuehne-Nagel Raleigh NC. Responsible for developing and implementing analytics strategy for operational and financial performance of company's customers to improve productivity and operational KPIs. 2011 - 2014 - Financial Analyst, Kuehne-Nagel, Raleigh NC. Performed financial analysis to track , report and improve company operations.

---

## Volunteer Experience

During my tenure at Kuehne- Nagel, I was a leader of annual charity fundraising. We raised money and donated goods for multiple charities benefiting local and international community, including Stop Hunger Now, Salvation Army Angel Tree, Nog Run Club, SPCA.

---

## Education

University of North Carolina at Charlotte, Finance

---

## Comments

It would be an honor to serve on the wake county boards. I am attaching my linkedin profile in case you want to review. <https://www.linkedin.com/in/irina-kozlova-97456a113/>

---

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>

---

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

---

Citizen's Energy Advisory Commission: Appointed  
Greater Raleigh Convention and Visitors Bureau: Submitted

**Please select your first Board preference: \***

---

☒ Citizen's Energy Advisory Commission

**Please select your second Board preference: \***

---

☒ Greater Raleigh Convention and Visitors Bureau

**Please select your third Board preference: \***

---

☒ Capital Area Workforce Development Board

**Please select your fourth Board preference: \***

---

☒ Commission for Women

**Please select your fifth Board preference: \***

---

☒ Information Technology Advisory Committee

**Please select your sixth Board preference: \***

---

☒ None Selected

Jennifer

First Name

Royle

Last Name

Middle Initial

5917 Valley Estates Drive

Street Address

Suite or Apt

Raleigh

City

NC

State

27612

Postal Code

**What district do you live in?**

---

☒ District 7

Home: (919) 818-1711

Primary Phone

Home: (919) 818-1711

Alternate Phone

roylejennifer@gmail.com

Email Address

Smart Grid Applications,  
Siemens Energy

Employer

Partner Relationship Manager

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?

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## Work Experience

Technology marketing and sales professional with a strong focus on emerging technologies and great interest in energy conservation and distributed generation. Graduate degree in Corporate Communication centered on technologically mediated communication.

---

## Volunteer Experience

Volunteer experience includes appointment to the Wake County Citizens Advisory Commission with a focus on organizational and Energy Camp planning and external communications to the community.

---

## Education

BS; Mass Communication, East Carolina University MS; Corporate Communication, North Carolina State University

---

## Comments

Very simply~ I feel inclined and compelled to give back to this great community that I belong too. My goal is to make a strong contribution offering my professional and personal experience as beneficial.

[ROYLEJENNIFERFemale10-20-1973\\_Wake\\_County\\_Jennifer\\_Royle\\_Professional\\_experience.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 \*

☒ Female

Ethnicity \*

☒ Caucasian

---

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>



**JENNIFER H. ROYLE**  
5917 Valley Estates Drive  
Raleigh, North Carolina 27612  
Office 919.676.5807  
roylejennifer@gmail.com

### **Profile**

Top performing complex systems sales and marketing professional with proven ability to conceptualize, structure, and achieve both market and profit objectives. A track record that demonstrates self-motivation, creativity and initiative as reflected in program strategy, execution, and management.

### **Strategic Business Planner, Smart Grid Applications**

March

2011- October 2011

Siemens Energy, Wendell, North Carolina

Global visionary and power systems provider of products, services and solutions across the entire energy conversion chain designed to transform the aging power grid into an intelligent network.

- Solidified strategic promotion of forward-leaning applications comprised of: Demand Response and Home Energy Management, Meter Data Management, Microgrids, Electric Vehicle Infrastructure and Communications solutions to align business unit strategy and meet revenue targets
- Fostered successful smart grid partner relationships resulting in pipeline expansion of \$0 to \$15MM within six months
- Developed portfolio positioning, messaging, and key sales plays to differentiate market approach and deflate competition
- Identified and aligned 52 customer targets to promote strategic account planning and execution
- Initiated and facilitated highly technical solution workshops to identify customer use cases, design product offerings at conception through proof of concept, packaging and commercialization
- Framed, negotiated and executed strategic alliances with Tendril Networks, IBM and Nokia Siemens Networks within seven months
- Created and instituted alliance program to include: revenue potential valuation, strategic imperative definition, rules of engagement, execution and governance, and risk avoidance
- Successfully united disparate business units to accelerate corporate roadmap and enhance product portfolio resulting in novel solution-set to meet untapped market demand
- Designed and implemented technical enablement portal to support all phases of the sales cycle through customer delivery and deployment

### **Product Manager**

Lexel Corporation, Long Island, New York  
2010

2006-

Leading solution provider of complex ERP, supply chain and event management solutions for manufacturers; master developer of business intelligence suite distributed by Infor Global Solutions.

- Realized \$7MM in revenue gains within first fiscal quarter through aggressive new account pursuit while maximizing solution expansion spend among installed enterprise accounts
- Increased market share by 35% through strategic territory alignment and short and long range account plan execution
- Demonstrated solution and negotiated complex contracts to close high profile accounts such as: Sub-Zero Wolf, Bally Technologies , Berwick Offray and Adams Rite Aerospace for revenue gains of \$12MM
- Implemented in-depth customer assessment to gauge system utilization uncovering \$5MM in additional professional services profit
- Developed and executed national and regional customer and channel partner conferences to propel sales and incite revenue growth through prospect networking, in-depth solution demonstrations and panel participation
- Generated over \$750K in product upgrades by demonstrating strength of new release and instilling customer enthusiasm
- Responsible for content management, product placement and post event analysis and execution at annual global user conference with attendance in excess of 6,000
- Developed and published multifaceted suite of product collateral instrumental in enabling direct sales and channel partner market visibility and revenue generation
- Authored numerous white papers to act as evidence of value proposition and solution set
- Conceptualized “Knowledge Cart”; a 200 member global forum promoting solution based education sessions, customer roundtables and best practice examinations to drive eight new name accounts

### **Regional Vice President**

2004-2006

CISTECH, Charlotte, North Carolina

Provider of enterprise systems, consulting and solution delivery to complex manufacturers.

- Doubled production within two years through strategic account management of a multi-state territory
- Won account confidence and achieved 110% of quota through mastery of product portfolio, proof of concept demonstrations and strategic account relationship management
- Implemented strategic business needs analysis to evaluate and communicate requirements to stakeholders resulting in penetration of twelve dormant accounts

### **Graduate Research Assistant**

2002-2004

North Carolina State University, Raleigh, North Carolina

Appointment to provide faculty curriculum mentorship across University disciplines; program-related research, corporate communication best practices, PR, and program outreach.

### **Information Systems Consultant**

Designed Data Systems, Greensboro, North Carolina  
1999-2002

Developer of enterprise software and process consulting to wholesale distributors; emphasis placed on consultative sales.

- First nationally in new name accounts as recognized by national software developer; increased territory revenue by 135%

### **Business Development Manager**

SPRAY TECH OF RALEIGH, INC. Raleigh, North Carolina  
1997-1999

Innovative company introduced green building material to marketplace before wide commercial and consumer acceptance.

- Exceeded company profit objectives by 47%; developed suite of sales collateral to include: strategic market and competitive research, customer use cases and product datasheets

## ***EDUCATION***

North Carolina State University, Raleigh, North Carolina  
Master of Science; Corporate Communication

East Carolina University, Greenville, North Carolina  
Bachelor of Science; Marketing / Mass Communication

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

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Greater Raleigh Convention and Visitors Bureau: Submitted  
Historic Preservation Commission: Submitted  
United Arts Grants Panels: Appointed  
Commission For Women: Submitted

**Please select your first Board preference: \***

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☒ Commission for Women

**Please select your second Board preference: \***

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☒ Greater Raleigh Convention and Visitors Bureau

**Please select your third Board preference: \***

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☒ United Arts Grants Panels

**Please select your fourth Board preference: \***

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☒ Council on Fitness and Health

**Please select your fifth Board preference: \***

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☒ 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?**

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☒ 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

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

☐ Yes ☒ No

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

☒ Cary

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## Interests & Experiences

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**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.

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## 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.

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## Volunteer Experience

Reading mentor, Washington DC public schools STEM mentor through Durham County Public Schools Room mother for daughter's 2nd - 4th grade classes United Arts Grant Panel member (2017/18) Regular volunteer at Brown Bag Ministries and With Love from Jesus Food Bank Volunteer reader Women's Commission (2018-) Food bank of Eastern NC volunteer Community service at With Love from Jesus~ a food pantry in downtown Raleigh...

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## Education

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

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## 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

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

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Please upload a file

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## Demographics

Date of Birth

### Gender \*

☒ Female

### Ethnicity \*

☒ Caucasian

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## 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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## 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>

**Lacey Caldwell Senko**

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

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**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 3<sup>rd</sup> 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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 3<sup>rd</sup> 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, 3<sup>rd</sup> 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