

Mary Curto

Managing Director - B2E CONSULTING, LLC

Washington, DC

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WORK EXPERIENCE

Managing Director

B2E CONSULTING, LLC - Washington, DC - 2014-01 - Present

Consulting firm providing strategic and operational expertise to NGO's and businesses to achieve excellence by augmenting the skills of senior staff and providing expertise on strategy, leadership, finance, operations, IT, human resources and change management. Specific project work includes:

Otsuka Companies (US)

A \$18B international conglomerate operating 5 companies in the US, dedicated to creating and promoting new products and innovative solutions for better health worldwide, with a focus on four specialty areas: neuroscience, oncology, nutritional/vitamins, and medical devices. OCM Lead on Company's Major Change Process Implementation:

- Partner with Programs, Business Units, Enterprise Management: SME on implementation team implementing IT Road Map, EA/Data integration, and Finance/Shared Services to identify, manage, prioritize, fund and schedule, rationalize capabilities across the business.
- Executed Business Process Improvement Model to include metric analysis of impacts to create benchmarks as basis for process development and enhancement to ensure financial and resource investments are managed appropriately, that all resources are optimized to provide the greatest value to the business, and that operational costs are controlled.
- Strategic Sourcing Plan Implementation: including RFP for outsource vendor, vendor selection and justification, contract execution and administration, and project plan development and implementation (with vendor).
- Workforce Planning: creating existing condition assessment, SOP audit and analysis, best practices benchmarks, development of knowledge transfer procedures, development of SME expertise, process documentation, training and systems transfer, QA documentation sign off, and QC audit and testing.

Independent Financial Consultants Foundation

Serves as the Foundation's Executive Director, Chief Fundraiser, Operations Director. The Mission of IECA Foundation is to identify and support programs that have significant impact on underserved students and their educational environments, by investing in programs that produce pragmatic, measurable results for vulnerable students, their parents, and their communities.

- Strategic Planning: Facilitate IECAF's long-term and short-term strategic planning process. Collaborates with the President and senior team to create organizational goals aligned with IECAF's vision and mission. Monitor and evaluate progress to ensure IECAF achieves its strategic objectives.
- External Relations; responsible for events, programs and initiatives with focus on financial development to provide funding support for Foundation projects. Provides community outreach, building collaborative and strategic relationships in order to expand the reach of the Foundation's programs.

Vice President of Financial & Operations

CORPORATION FOR TRAVEL PROMOTION - Washington, DC - 2012 - 2014

The Corporation for Travel Promotion (dba Brand USA) 501(c)(6) non-profit, \$200M public-private partnership created by Congress, receiving \$100m in federal funds per year, dedicated to promoting the U.S. as a premier travel destination with the mission of creating American jobs.

Built Best-In-Class Infrastructure

- Recruited as the first COO / CFO / Operations to provide the strategic direction and oversight to the overall execution of an ambitious multi-year, multi-stakeholder initiative (complex public-private entity).
- Directed and lead four division direct reports -Operations, Compliance, IT and Legal, and managed the outsourced functions of Accounting and Human Resources.
- Introduced the 10% G&A benchmark to insure 90% enterprise investment in mission-critical programs resulting in a small team of effective of senior leaders and a highly competent supporting team of a strategic outsourcing.

Achieved Discipline In Cost And Financial Management:

- Successfully maneuvered within a change-laden environment, the implementation of the immediate goal of building a robust financial infrastructure and first annual budget process - within a highly compressed timeframe.
- Key driver in developing and implementing disciplined practices, standard operating policies and procedures in accordance with complex compliance requirements including; OMB A133, GAAP, EEOC, OSHA, FAR, and ERISA.
- Implemented sophisticated CRM and data tracking systems supporting a 30% increase in partnerships in the 2nd year and attainment of revenue matching goal of \$100m.
- Positioned Brand USA to substantiate the ROI for all programs and initiatives resulting in the Congressional Reauthorization of the organization in FY2015. Developed metrics and reporting format for Department of Commerce and Congressional accountability reports.

Optimized Team Performance/Organizational Effectiveness

- Developed talent recruitment and pipeline program - hired 43 staff in 6 months (C-suites / VP's/ Directors), creating a potent, collaborative and high-functioning interdisciplinary team capable of advancing Brand USA's mission.
- Implemented comprehensive HRIS systems augmenting benefits administration, designed/implemented a performance review process & goal management process, implemented professional development program of comprehensive learning strategies & leadership development program, and executed an exciting and motivating employee onboarding program, developing positive employee participation from the first day.
- Established FAR-based hiring metrics for diversity program and exceeded hiring goals by 25% in the first year.

Founder/Executive Director

AMERICAN HIGH SPEED RAIL ALLIANCE - Washington, DC - 2009 - 2011

Founder/Incorporator of a non-profit 501(c) (6) association chartered to develop and implement a national high-speed passenger rail system in the US.

Relationship Building/Membership Development

- Developed strategic plan to focus membership development on high-level individuals, corporate and partner organizations to establish public support at the state, national and international levels resulting in a revenue base of \$300,000 in first year.
- Consistently articulated and evangelized mission by traveling extensively to deliver numerous speeches and presentations while serving as high-visibility spokesperson.

External Relationships/Public Relations/Branding

- Developed a public education campaign in partnership with the Chinese Ministry of Railroads (MOR). Developed partnership with UNIFE - European executives from the manufacturing industry to assist in establishing a sustainable membership base and financial foundation.
- Implemented and lead the strategic branding and public relations campaign that focused on C-level executives in the global manufacturing industry, global heads of transportation government agencies, unions, international professional service firms, and public-private partnerships, including financial investment groups.
- Designed and produced media campaigns and educational outreach programs by working closely with public relations firms.

Chief Operating Officer/ Chief Financial Officer

GGA, LLC - Washington, DC - 1999 - 2009

Internationally recognized corporate firm with offices in London, Bogota, and Beijing, designing corporate environments anticipating the rapidly changing workplace: combining architecture with organization behaviors, cognitive ergonomics, technology by incorporating the psychology of employee motivations with human factors engineering and ergonomics. Developed reputation for creating workplace environments that enhance and optimize human productivity and well-being by creating collaborative, sustainable, and productive work environments.

Focus on: Ensuring competencies in operations, finance profitability and organizational effectiveness. Highly visible, multi-faceted leadership role, driving end-to-end business operations as the company's first COO / CFO.

Strategy - Revenue Growth

- As a leader of the executive team, worked with CEO to develop and execute a 3-year comprehensive revenue expansion strategy by cultivating global alliances which enabled the firm to capture larger-scale, highly profitable projects in the global marketplace, thereby transitioning the firm to international status and recognition.
- Navigated the company's growth and evolution from a mid-Atlantic architecture firm into an internationally recognized, corporate workplace design firm, opened 3 new offices in Europe, South American and China, and boosted the culture and talent necessities to execute the deliverables of the firm's expanded market requirements.
- Created a business development strategy to expand into a new horizontal market sector to the federal and government projects, injecting \$40M of additional revenue over 5 years, and adding highly visible federal projects to the firm's portfolio: Department of Commerce renovation, GSA Headquarters, FDIC and OCC IDIQ contracts nationwide. Developed all compliant operating procedures as a government contractor to comply with FAR regulations.
- Developed capital strategy, cash flow and liquidity management including cash flow reporting, forecasting, and management plan.

Elevated Organization Effectiveness:

- Financial management: Oversaw the annual budgeting process, including coordination among the program directors resulting clear, concise, and accurate financial reporting.
- Risk Management/ Control / Compliance - worked closely with legal to insure compliance with laws and regulations by designing and maintaining standard operating procedures the ensure effective financial and operational controls.
- Budget and Expense Management - developed budget development system and processes for all units throughout the company.

Talent, Culture, Performance Leader and Driver of Positive Change:

- Over the term of 10 years, hired over 400 professionals; partners, directors/managers and administrative staff. Developed all HR programs (and communication protocols) to incentivize and recognize employee development in the execution of organizations expanded mission and goals.
- Led the HR team in the alignment and streamlining of antiquated processes to deliver team-based culture at the forefront of technology, design and LEED & renewable standards.
- Increased automation of back-office processes, implementing and enforcing financial and reporting compliance standards, and leveraging financial tools, as well as Quality Control based on Six Sigma methodology.
- Engaged the entire staff and built consensus across the organization to instigate real change and sustainable value.

Technical ERP Systems- Oracle, PeopleSoft, NetSuite, Microsoft Dynamics, CRM-Salesforce, HubSpot, CRM4M

Financial - QuickBooks, Unanet, Deltek, Great Plains, Microsoft FRx, and AcceLIM, Concur

HRIS - @Work, Workable, PerformancPro, Halogen

Digital Media Tools - Pixlr, Zoho

EDUCATION

BA in Business Management

University of Maryland - College Park, MD

LINKS

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