

## SENIOR BUSINESS DEVELOPMENT MANAGER

### Executive Summary

Resilient and focused management professional providing 15+ years of progressive leadership experience with proven success in developing, growing, and managing account portfolios. Strong strategic-planning and people-management skills. Leverages in-depth knowledge of industry trends and shifts to offer valuable insights on opportunities for new growth and expansion. Organized and diligent, with excellent written, oral and interpersonal communication skills.

### Core Qualifications

- Strategic positioning
- Account management
- Contracts
- Competitive analysis
- Strategic planning
- New customer acquisition
- Critical thinking
- Stakeholder relations

### Professional Experience

Company Name City , State Senior Business Development Manager

- Washington, D.C.
- Aug. 11, 2003 thru May 18, 2007 (8 am - 5 pm) Government-sponsored enterprise (GSE) which operates under a congressional charter whose mission is to expand the flow of mortgage money by creating a secondary mortgage market. Senior Business Development Manager: Created, executed, and oversaw both short- and long-term strategic plans and initiatives within the affordable housing sector. Led and supported business teams in a highly matrixed organization in addressing and resolving complex banking and financial transactional issues. Worked collaboratively with individuals across multiple functional Lines of Business on specific activities; interacted with external stakeholders in role as "Trusted Advisor" to address their respective business requirements and objectives. Managed deliverables per client needs, on time, and within compliance. Created project status briefings, reports, project artifacts including agendas, minutes, project plans, and correspondence. Developed and tracked metrics to measure progress on plans and initiatives. Key Accomplishments:
  - Met Emerging Markets objectives for target year by exceeding 25% threshold in Washington D.C. & Philadelphia Metropolitan Statistical Areas (MSAs).
  - Evaluated and supported 21 initiatives across various regions nationwide, including the Native American Tribal Lands & AARP/Fannie Mae Collaborative Housing Initiatives, and Center for Community Self-Help.
  - Collaborated on the development and execution of the American Dream Commitment (ADC) Hispanic Strategy, with focus on increasing homeownership within the Latino community as part of Fannie Mae's homeownership commitment.
  - Developed and implemented the "Manufactured Home" High-End product.
  - Co-authored and rolled out the "New Hampshire Manufactured Housing Variance" program that served as a model for all other states seeking to initiate a similar manufactured housing loan program.
  - Designed and introduced project plans for pilot initiatives in major markets, implementing build strategy to support multicultural/multilingual outreach efforts for African-American, Hispanic, Asian minority and underserved communities.

Business Development / Sales Manager Laid Off): Managed and executed strategic planning initiatives. Assessed client needs into appropriate solutions with a primary focus on providing IT and BI products, tools, and services (i.e., SAP BusinessObjects(TM), Pentaho, iDashboards). Conducted data mining, research, and analysis activities. Led teams in response to RFIs, RFQs, and RFPs. Expanded promotional and visibility efforts through trade shows, conferences and networking events.

Company Name City , State Marketing Manager

- Oct. 1, 2012 - Jul. 31, 2013 (8 am - 5 pm) Information technology (IT) firm providing customized business intelligence (BI), information and performance, management, web and support solutions to federal government and commercial clients. Laid Off): Administered

widespread adoption of the corporate strategic marketing plan focusing on products and services, expansion and customer retention through development of targeted demand generation campaign efforts. Proposed integration of next generation BI tools. Supported regular communication of key planning initiatives and progress to executive leaders. Facilitated business process improvement by drafting policy and process guidance including memorandum and standard operating procedures. Promoted company products, services and capabilities through redeveloped company website incorporating social media and marketing collateral (i.e., capability statement, case studies, and white papers). Provided training, coaching, and mentoring to direct reports. Key Accomplishments:

- Established 12 strategic teaming partnership agreements
- Oversaw proposal development and submission that resulted in the following contract awards: \$10M Operations & Maintenance contract under the U.S. General Services Administration, Federal Acquisition Service, Office of the Chief Information Officer, and \$1M FedEx Dashboard Development.
- Designed and launched direct-mail campaign as part of two multi-vendor DE statewide training contracts offering 1,200+ comprehensive e-Learning, training, and certification programs with on-site, webinar and self-study web-based options.
- Composed and administered over a dozen press releases highlighting business relationship with the Governor's office.
- Contributed to the redesign/rebranding of company website to deliver informative, positive and intuitive user experience.
- Administered annual budget of \$250,000 for Marketing Department and tracked revenue against expenses.

Company Name City , State Senior Mortgage Specialist

- May 21, 2007 thru Dec. 5, 2008 (8 am - 5 pm) Independent mortgage company with financing of \$500M annually in homeowner loans. Senior Mortgage Specialist (NMLS