

Date of Meeting: March 2, 2021

#1b

**BOARD OF SUPERVISORS
BUSINESS MEETING
ACTION ITEM**

SUBJECT: **APPOINTMENTS: Nominations**

ELECTION DISTRICT: Countywide

CRITICAL ACTION DATE: At the pleasure of the Board

STAFF CONTACT: David Street, County Administration

PURPOSE: To provide the Board of Supervisors with current vacancies for Advisory Boards, Commissions, and Committees and interested applicants.¹

BACKGROUND: The Board of Supervisors (Board) makes appointments to several advisory boards, commissions and committees. Detailed information on each board can be found by visiting: [Advisory Boards, Commissions & Committee](#). Current vacancies and interested applicants are listed below each Advisory Board, Commission or Committee as of the date that this item is distributed to the Board (new applicants since the last Board meeting are provided as Attachment 1 and are listed in *bold*).

Up-to-date information related to the Advisory Boards' rosters, vacancies, and terms can be found by visiting: [Vacancies on Advisory Boards, Commissions & Committees](#), as this information is updated on a daily basis (e.g. an additional vacancy may occur due to a resignation after this item is published).

Nominations made at the previous Board meeting are presented as Item 1a, Appointments: Confirmations, for consideration and vote by the full Board. Confirmed individuals will then be contacted with information regarding their appointment, and the appropriate Staff Liaisons to each advisory body will be notified of the new appointment. Appointment Items 1a and 1b are included in each Board Business Meeting packet to present current vacancies/interested applicants, and to confirm nominations made at the previous Business Meeting.

¹ Applicants must fill out a standard application form via <https://www.loudoun.gov/87/Advisory-Boards-Commissions-Committees>

CURRENT VACANCIES/INTERESTED APPLICANTS

*Incumbent

Advisory Commission on Youth:

Vacancies:

District Specific Vacancies: Broad Run; Leesburg

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
<i>Tracy Steffek (Attachment 1)</i>	<i>Broad Run</i>	<i>2/9/21</i>
Rebecca Consolvo	Catoctin	1/27/21
Rosemarie Estrada	Dulles	1/23/21

Affordable Dwelling Unit Advisory Board

Vacancies:

(1) at-large Representative – Lending Institution Representative

(1) at-large Representative – Civil Engineer Representative (current member term expiring 3/31/21)

Interested Applicants: None

Agricultural District Advisory Committee:

Vacancies:

(2) at-large Representatives – Property Owners

Interested Applicants: None

Animal Advisory Committee:

Vacancies:

(1) Chair At-large Representative

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
Elizabeth Atwell	Catoctin	6/1/20
Lisa Taylor	Catoctin	10/30/20

Board of Building Code Appeal:

Vacancies:

(1) at-large Building Industry Representative (current member term expiring 3/31/21)

Interested Applicants: None

Board of Equalization:

Vacancies:

(1) at-large, Alternate Representative

Interested Applicants: None

Communications Commission:

Vacancies:

District Specific Vacancies: Ashburn; Leesburg

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
Renee Harrison	Broad Run	7/1/20

Community Policy and Management Team:

Vacancies:

- (2) at-large Parent Representatives
- (1) at-large Private Provider Representative
- (1) at-large Community Service Provider Representative

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
Dave Svec	Blue Ridge	5/18/20

Community Services Board:

Vacancies:

- (2) at-large Representatives

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
Dylan Gay	Broad Run	10/5/20
Rajasekkhar Raja	Dulles	10/21/20

Disability Services Board:

Vacancies:

- (6) at-large Representatives

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
Jeanne Murck	Ashburn	11/25/20
Julian Murray	Catoctin	3/24/20
Brendon Johnson	Dulles	1/7/21
Nancy Weaver-Lee	Leesburg	7/18/20

Economic Development Authority:

Vacancies:

- (2) at-large Representatives (current member terms expire 3/31/21)

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
Christopher Charron*	Broad Run	2/4/21
Angela Wilson* (Attachment 1)	Dulles	2/15/21

Family Services Advisory Board:

Vacancies:

- (2) at-large Representatives
- (1) at-large Representative (current member term expires 3/31/21)

Interested Applicants: None

Fiscal Impact Committee:

Vacancies:

- (1) at-large Representative

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
Sri Amudhanar	Ashburn	7/9/20

Historic District Review Committee:

Vacancies:

- (1) at-large Representative, Landscape Architect Representative

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
Christopher Wood	Catoctin	4/7/20

Housing Choice Voucher Resident Advisory Board:

Vacancies:

- (7) at-large Representatives

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
<i>Chowdhury Khairuzzamann (Attachment 1)</i>	<i>Dulles</i>	<i>2/8/21</i>

Loudoun Health Commission:

Vacancies:

District Specific Vacancies: Algonkian; Ashburn; Catoctin

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
Amanda Golino	Algonkian	2/3/21
Lauren Cianciaruso	Blue Ridge	8/11/20
Dave Svec	Blue Ridge	5/18/20
Thelma Love	Dulles	11/20/20

Lyme Disease Commission:

Vacancies:

District Specific Vacancies: Chair-At-Large; Dulles; Leesburg; Sterling

Interested Applicants: None

Parks, Recreation and Open Space Board:

Vacancies:

District Specific Vacancies: Broad Run

Interested Applicants:

Applicant Name	Applicant District Residency	Application Submission Date
<i>Patricia Fisher (Attachment 1)</i>	<i>Ashburn</i>	<i>2/9/21</i>
Paul McKenzie	Ashburn	2/1/21
Julie Hildebrand	Broad Run	1/29/21

MOTION: (same for each committee):

I nominate _____ as the (District or at-large) representative
on (Advisory Board Name).

ATTACHMENT:

1. Applications

Profile

Chowdhury

First Name

Khairuzzaman

Last Name

[REDACTED]
Email Address

25540 Casale Terrace

Home Address

Chantilly

City

VA

State

20152

Postal Code

What district do you live in?

Dulles District

Advisory Boards

Which Boards would you like to apply for?

Housing Choice Voucher Resident Advisory Board: Submitted

Interests & Experiences

Why are you interested in serving on a board or commission?

I am an successful professional with extensive experience in internal audit and operational risk management for Virginia-based fortune 500 companies. I have been a resident of Loudoun County since 2013. I received my BA from George Mason and an MBA from Virginia Tech. At this stage, I am eager to serve my community and am seeking a term for the advisory board. As my resume will show, I am professionally qualified, ambitious, and passionate about success. I am hoping to serve my local community and provide direct support by starting my Loudoun County career as a member of the Housing Choice Voucher Resident Advisory Board.

Work Experience:

Gannett Co., Inc. - McLean, VA Internal Audit Manager (Global Functions) Apr 2019 – August 2020 • Led the integration effort to develop and harmonize the internal audit department consisting of 12 auditors after the merger between GateHouse Media and Gannett Co., Inc. • Led the harmonization effort and the development of a consolidated SOX 404 Risk and Control Matrix for the acquire division to be aligned

with the parent company • Assisted the Chief Audit Executive in leading and managing high performing, global Internal Audit function • Led and mentored 12 associates through performance leadership • Managed two external consulting firms with contracts value of \$1.4M and \$850K each, consisted of six additional associates to coordinate, schedule, review, and provide overall guidance to day-to-day operations in executing and documenting internal controls Information Technology General Controls testing and conclusions • Identified the control gap in preparation of the balance sheet reconciliation. Helped management develop a remediation plan to ensure completeness and accuracy of all reports utilized in the preparation of the financial statement • Identified duplicative processes addressing the same risk being executed by management. Specifically, to ensure order entry and order processing are complete prior to fulfillment, management performed a manual reconciliation process. In contrast, the order entry and the sub-ledger system have built-in controls (SOC 1) and an automated interface to ensure each order's accuracy and completeness before fulfillment. Recommended removal of the monthly manual process, and reliance on the automated interface via annual internal testing and SOC 1 review • Partnered with the Chief Audit Executive to develop the annual audit plan focusing on assessment of organizational risks • Assisted in the implementation of the Risk Control Self-Assessment initiative to obtain a clear and shared understanding of objectives of business units and processes, foster an improved awareness of risk and controls culture, provide a flexible and structured approach to improving the internal controls framework, and enhance responsibility and accountability for risks and controls among the management and staff NVR Inc. - Reston, VA Senior Auditor (Team Lead) Jul 2013 – Apr 2019 • Served as subject matter expert with comprehensive knowledge of revenue recognition process, financial reporting, real estate contracts laws, mortgage compliance, and land under development for joint venture partners • Established and executed a Broker Loan Audit Program for NVR mortgage banking subsidiary (reported revenue of \$2.2B in 2017) with a final report to the President of Mortgage Banking and V.P. of Mortgage Operations. Key recommendations included the implementation of controls to address the CFPB and RESPA regulatory requirements, and development of internal broker loan policy and procedure guide • Assessed the current state and developed a Business Continuity Management program through cross-functional collaboration; led the implementation of newly designed BCM to ensure minimal impact to revenue and quality in case of disasters • Facilitated special investigations of employee fraud, executive expenses, breach of contracts, and unfavorable stock options Capital One Bank, N.A. - McLean, VA Senior Bank Inspector (Compliance & Operational Risk Management) Mar 2010 –Jun 2013 • Supported merger and integration of Chevy Chase Bank with Capital One Bank by explicitly identifying and resolving \$12M+ in outstanding general ledger (G.L.) balance; Received Service Excellence Award for direct contribution to the successful merger • Served as a senior leader responsible for all operational and risk audit activities in the Mid-Atlantic market with 242 branches • Led the development of a standard branch audit guide, including risk-based inspection process and operational improvement recommendations, which was implemented in the Mid-Atlantic market with 242 branches • Led an engagement to develop the strategy for and implement Remote Deposit Captured (RDC) ATMs Process Improvement Project while training 16 district operations managers on the RDC process management requirements • Directed and executed independent audits of all operational, regulatory, and compliance standards and risk control systems • Conducted qualitative and quantitative analysis of operational performance metrics for the branches and shared findings and recommendations with the senior leadership team • Facilitated compliance training for business partners regarding new and updated regulations, policy changes, and audit guides • Served as the organization's representative in conjunction with the bank and external I.T. consultants in designing tiered access-based audit tool, and executed training to staff auditors on the functionality and use of the new tool Chevy Chase Bank - Various Locations in VA Branch Manager Jun 2008 – Mar 2010 • Led a new team by serving as the strategic leader and tactical team member, as needed, to successfully exceeded deposit base of \$4M in 34 months against a target of \$5M over 60 months • Earned recognition as the top 3 branches out of 247 branches by consistently meeting or exceeding quarterly sales goals through practical leadership skills, active and innovative team-building exercises, and creating strong client relationships • Strategically oversaw all phases of hiring, coaching, and training of a team of approximately 13 associates while acting as the district trainer for 16 branches • Led critical leadership tasks including conducting employee performance evaluations process, lead outreach initiatives for revenue growth, and initiate and support strategic engagements with direct positive impact at the district level Assistant Branch Manager Aug 2006 – Jun 2008 Maintained a high level of customer service and optimized revenue by supporting the establishment of Sales and Service Team • Held accountability for all security, operational, and compliance aspects of the retail branch management, as well as for the execution of branch audits in compliance with set-forth policies every month

Upload a Resume

Education:

Virginia Polytechnic Institute and State University, Pamplin College of Business Blacksburg, VA Master of Business Administration (MBA), May 2018 George Mason University, School of Policy and Government Fairfax, VA Bachelor of Arts in Government and International Politics, Dec 2009

Volunteer Experience:

Food Bank at Lorton, VA (Mar 2010 - Jun 2013)

Special Qualifications:

• Quantitative and Qualitative Analysis • Compliance Training • Project Management • Fraud Investigations • Strategic Project Planning • Control Implementation • Mortgage Compliance • Enterprise Risk Management • SOX 404 • COSO • Team Building and Development • Vendor Management • Operational Audit • Compliance Program Management • Financial Statement Audit • Risk and Control Self Assessment (RCSA) Program Management • Service Organization Control (SOC 1) Program Management

Statement of Accuracy & Signature

Statement of Accuracy

I affirm that, to the best of my knowledge, the information provided herein is truthful, accurate, and complete. I understand that any misrepresentation of information may result in my appointment being rescinded.

I Agree

By typing your name in the box below, you are signing your application.

Chowdhury Khairuzzaman

Date (mm/dd/yyyy)

02/08/2021

CHOWDHURY KHAIRUZZAMAN (DEEPTO)

Internal Audit and Operational Risk Assessment Leader

PROFESSIONAL SUMMARY

A highly dedicated, innovative, and results-driven leader with extensive experience in an enterprise operational risk management, all functions of internal auditing, including testing, monitoring SOX 404 controls via control self-assessment, and various regulatory compliance program management. Expert in leading multi-audit engagements, driving mid to large-scale initiatives, reporting to operational leadership, and collaboratively designing and implementing impactful processes to enhance efficiency.

EDUCATION

[Virginia Polytechnic Institute and State University](#), Pamplin College of Business
Blacksburg, VA

Master of Business Administration
2018

May

George Mason University, School of Policy and Government
Fairfax, VA

Bachelor of Arts in Government and International Politics
Dec 2009

CORE COMPETENCIES

- Quantitative and Qualitative Analysis
- Compliance Training
- Project Management
- Fraud Investigations
- Strategic Project Planning
- Control Implementation
- Mortgage Compliance
- Enterprise Risk Management
- SOX 404
- COSO
- Team Building and Development
- Vendor Management
- Operational Audit
- Compliance Program Management
- Financial Statement Audit
- Risk and Control Self Assessment (RCSA) Program Management
- Service Organization Control (SOC 1) Program Management

PROFESSIONAL EXPERIENCES

Gannett Co., Inc.
McLean, VA

Internal Audit Manager (Global Functions) 2019 - August 2020

Apr

- Led the integration effort to develop and harmonize the internal audit department consisting of 12 auditors after the merger between GateHouse Media and Gannett Co., Inc.
- Led the harmonization effort and the development of a consolidated SOX 404 Risk and Control Matrix for the acquire division to be aligned with the parent company
- Assisted the Chief Audit Executive in leading and managing high performing, global Internal Audit function
- Led and mentored 12 associates through performance leadership
- Managed two external consulting firms with contracts value of \$1.4M and \$850K each, consisted of six additional associates to coordinate, schedule, review, and provide overall guidance to day-to-day operations in executing and documenting internal controls Information Technology General Controls testing and conclusions
- Identified the control gap in preparation of the balance sheet reconciliation. Helped management develop a remediation plan to ensure completeness and accuracy of all reports utilized in the preparation of the financial statement
- Identified duplicative processes addressing the same risk being executed by management. Specifically, to ensure order entry and order processing are complete prior to fulfillment, management performed a manual reconciliation process. In contrast, the order entry and the sub-ledger system have built-in controls (SOC 1) and an automated interface to ensure each order's accuracy and completeness before fulfillment. Recommended removal of the monthly manual process, and reliance on the automated interface via annual internal testing and SOC 1 review
- Partnered with the Chief Audit Executive to develop the annual audit plan focusing on assessment of organizational risks
- Assisted in the implementation of the Risk Control Self-Assessment initiative to obtain a clear and shared understanding of objectives of business units and processes, foster an improved awareness of risk and controls culture, provide a flexible and structured approach to improving the internal controls framework, and enhance responsibility and accountability for risks and controls among the management and staff

NVR Inc.
Reston, VA

Senior Auditor (Team Lead) 2013 - Apr 2019

Jul

- Served as the critical liaison between NVR and 3rd party vendor for OSHA and EPA programs; reviewed and presented finalized reports to senior leadership, and shared analysis of potential financial risks with the Board of Directors
- Managed the internal SOX 404 and COSO program team; reviewed the team's audit process and work papers
- Identified an average of 4.3% savings on annual spend per divisions across 12 divisions by leading a strategic sourcing and negotiation process for direct categories of services with multiple vendors
- Developed and executed negotiation strategies on crucial business terms around invoice and billing process, resulting in a 3.5% reduction in operational costs across 53 divisions
- Identified \$200K revenue recognition error during the 2016 10-K audit, resulting in an improved financial statement accuracy, additional revenue recognition, and updates to the accounting database for joint-venture partners
- Served as subject matter expert with comprehensive knowledge of revenue recognition process, financial reporting, real estate contracts laws, mortgage compliance, and land under development for joint venture partners

- Established and executed a Broker Loan Audit Program for NVR mortgage banking subsidiary (reported revenue of \$2.2B in 2017) with a final report to the President of Mortgage Banking and V.P. of Mortgage Operations. Key recommendations included the implementation of controls to address the CFPB and RESPA regulatory requirements, and development of internal broker loan policy and procedure guide
- Assessed the current state and developed a Business Continuity Management program through cross-functional collaboration; led the implementation of newly designed BCM to ensure minimal impact to revenue and quality in case of disasters
- Facilitated special investigations of employee fraud, executive expenses, breach of contracts, and unfavorable stock options

Capital One Bank, N.A.
McLean, VA

Senior Bank Inspector (Compliance & Operational Risk Management)

Mar 2010 - Jun 2013

- Supported merger and integration of Chevy Chase Bank with Capital One Bank by explicitly identifying and resolving \$12M+ in outstanding general ledger (G.L.) balance; Received Service Excellence Award for direct contribution to the successful merger
- Served as a senior leader responsible for all operational and risk audit activities in the Mid-Atlantic market with 242 branches
- Led the development of a standard branch audit guide, including risk-based inspection process and operational improvement recommendations, which was implemented in the Mid-Atlantic market with 242 branches
- Led an engagement to develop the strategy for and implement Remote Deposit Captured (RDC) ATMs Process Improvement Project while training 16 district operations managers on the RDC process management requirements
- Directed and executed independent audits of all operational, regulatory, and compliance standards and risk control systems
- Conducted qualitative and quantitative analysis of operational performance metrics for the branches and shared findings and recommendations with the senior leadership team
- Facilitated compliance training for business partners regarding new and updated regulations, policy changes, and audit guides
- Served as the organization's representative in conjunction with the bank and external I.T. consultants in designing tiered access-based audit tool, and executed training to staff auditors on the functionality and use of the new tool

Chevy Chase Bank (Division of Capital One Bank, N.A.)

Various Locations

Branch Manager

Jun

2008 - Mar 2010

- Led a new team by serving as the strategic leader and tactical team member, as needed, to successfully exceeded deposit base of \$4M in 34 months against a target of \$5M over 60 months
- Earned recognition as the top 3 branches out of 247 branches by consistently meeting or exceeding quarterly sales goals through practical leadership skills, active and innovative team-building exercises, and creating strong client relationships
- Strategically oversaw all phases of hiring, coaching, and training of a team of approximately 13 associates while acting as the district trainer for 16 branches
- Led critical leadership tasks including conducting employee performance evaluations process, lead outreach initiatives for revenue growth, and initiate and support strategic engagements with direct positive impact at the district level

Assistant Branch Manager

Aug

2006 - Jun 2008

- Maintained a high level of customer service and optimized revenue by supporting the establishment of Sales and Service Team
- Held accountability for all security, operational, and compliance aspects of the retail branch management, as well as for the execution of branch audits in compliance with set-forth policies every month

Profile

Patricia

First Name

Fisher

Last Name

[REDACTED]

Email Address

18804 Ridgeback Court

Home Address

Leesburg

City

VA

State

20176

Postal Code

What district do you live in?

Ashburn District

Advisory Boards

Which Boards would you like to apply for?

Parks, Recreation and Open Space Board: Submitted

Interests & Experiences

Why are you interested in serving on a board or commission?

Between COVID-19, my recent graduate study on global sustainability, and the social unrest we have experienced in the last 12-months, I feel it's important to make contributions to my local community. I am a 20+ year resident of Loudoun County and raised 3 children in the county. As with my fellow neighbors across the county, the decision to call Loudoun home was driven by all it has to offer. Strong schools, job opportunities, diversity of our community, and overall quality of life options. This includes the beautiful outdoors, parks, and community recreational centers. Over the years, my family has taken advantage of all of these amenities. I believe these will continue to be critical for the future of our county. I would like to bring my professional experience and passion for the outdoors to help build that strong future—and make accessible for all segments of our community.

Work Experience:

(Please refer to attached CV)

Upload a Resume

Education:

Bachelor of Science, Business Administration, Marketing. Old Dominion University. Master of Science, Natural Resources, Global Sustainability. Virginia Tech University.

Volunteer Experience:

Piedmont Environmental Council, volunteer Children's Science Center, brand ambassador St James Episcopal Church, volunteer PTA, volunteer

Special Qualifications:

Bi-lingual Spanish

Statement of Accuracy & Signature

Statement of Accuracy

I affirm that, to the best of my knowledge, the information provided herein is truthful, accurate, and complete. I understand that any misrepresentation of information may result in my appointment being rescinded.

I Agree

By typing your name in the box below, you are signing your application.

Patricia Fisher

Date (mm/dd/yyyy)

02/09/2021

Patty Fisher

Summary

Results-oriented marketing leader with expertise in designing marketing programs and customer experiences that generate demand, build brand, drive revenue, and deepen relationships. Proven ability to lead teams and build a collaborative, inspiring and mission-driven environments. Experience that expands from Fortune 100 to start-ups to global companies and industries varying from media, software as a service (SaaS), and cloud computing. Entrepreneurial spirit always interested in growing and learning along my journey—and not afraid to dive-in.

Experience

OVHcloud | Reston, VA

2017-present

Senior Vice President, Global Marketing & Communications

- Established and executed go-to-market strategy for US launch of OVH, one of Europe's largest web hosting, private and public cloud provider with over 1.5M customers, \$900M/ annually
- Part of the leadership team that successfully integrated acquisition VMware Vcloud Air business and migrated customers into OVH data centers
- Built, managed and motivated a team of marketing professionals and agency partners to execute a fully integrated marketing communications plan to reach tech buyers/influencers in mid-large firms, inclusive of paid and earned media, high profile events,
- Work closely with across the business to optimize value proposition and customer journey—from the performance of lead generation, web traffic, to sales enablement efforts and customer communications
- Developed and managed co-marketing US and Global opportunities with Intel, VMware, Veeam, Zerto, among other technology and sales channel partners
- Leading global rebranding of OVH to OVHcloud to align with the future ambition and vision of the company; Developed brand essence, positioning and identity system to drive differentiation, global consistency, and love of OVHcloud for our employees, partners, customers and importantly, prospects
- Ongoing collaboration with global leadership team on marketing transformation including marketing tooling/automation, global organizational structure, and agency strategy
- Manage internal and corporate communications team to support core values of the company and earned media opportunities
- Serve as OVH US Board Member

Sage Software | Reston, VA

2014-2016

Vice President, Global Brand Marketing

- Led transformation of brand and creative teams to drive a "One Sage" global strategy and central operations model which resulted in lower creative cost, elevated quality of creative output, agency audit & selection, and streamlined process for brand governance—Creative cost decreased by 45% first year
- Created and institutionalized new Sage brand positioning, brand architecture and brand identity systems to position the company in SMB cloud accounting space
- Oversaw a team of 8 brand planners across global hubs responsible for execution of creative strategy that aligned globally while meeting the needs of local marketing and sales teams
- Launched global events operating model and best practices for executing an integrated brand experience, critical success factors for driving ROI and optimization of sales journey closing the loop
- Managed global Digital Asset Management and creative project management platforms—critical drivers for brand compliance adherence, employee engagement and breakthrough communications

Vice President, Product and Channel Marketing, Sage Payments

- Head of marketing reporting into business unit president of North America Sage payment services (\$200M+ annual revenue); Rebuilt marketing function into a high performing team of 15 product, digital and channel marketing managers responsible for campaigns to reach and engage SMB market
- Developed customer and partner segmentation strategy, portfolio value proposition, messaging and cross-sell strategies achieving 6% revenue growth y/y
- Led execution of go-to-market plans, especially focused building of digital experience, ROI event marketing, optimization sales capture and tracking, expediting customer on-boarding, and offer strategy
- Collaborated with Corp Comm team to ensure Sage earned placement in leading FinTech media outlets and analyst reports; Coverage included in 50+ publishes in ISO& Agent, SmallBizDaily, TechVibes, Mobile Commerce Daily, and interviews with top analysts, Gartner Group and Forrester
- Teamed with sales and product mgmt leads to leverage marketing opportunities with partners, including PayPal, American Express, MasterCard, Magento, Capital One & many others

Verisign, Inc. | Reston, VA**2010-2014****Director, Global Marketing Insights & Strategy**

- As a result of strategic work done leading Product Mktg was asked to serve as CMO chief-of-staff responsible for overseeing global marketing operations, performance, market research, business planning, and budget management (\$80M)
- Worked closely with BCG team to establish a data-centric and analytic-based scorecard to optimize domain product portfolio, demand programs and channel marketing investments;
- Established 1st ever global brand health study across 9 markets; Findings provided insights for global investments, localization strategy and tracking of emerging technology trends
- Managed requirements for critical marketing automation platforms for B2B security services business

Director, Product Marketing

- Responsible for global product, brand and demand campaigns for Verisign's top-level web domain portfolio (.com, .net, .tv, .name, & .gov) representing \$700M in annual revenue & represented more than 80% of the company's overall revenue
- Led fundamental shift in how to position .com and .net to compete more effectively in growth markets and established push/pull strategy to attract key segments such as SMBs, Domain investor and Brand protection communities in a complex 100% channel driven business
- Built and executed global SMB brand campaigns including management of global media and creative agencies, development of content, alignment with channel investments, and ongoing optimization of media investments; Results led to recommitment of channel and higher brand position in key markets
- Orchestrated 'through and around' channel marketing programs with key SMB partners: American Express—Small Biz Sat, Google—Get Online, Go Daddy, Web.com, 1and1, SCORE—Starting a Business

Gannett Company | Mclean, VA**2008-2010****Director of Marketing, Digital Services**

- Led digital transformation of Gannett's local media properties by launching 1st in-house SEO program across business units to drive network traffic and infuse the organization with digital first mind-set
- Responsible for supporting organic and non-organic growth of Gannett Digital Media networks, inclusive, USA Today, 25+ print and 10+ broadcast properties and several premium online media properties; Annual digital marketing budget of \$5M
- Launched and scaled MomsLikeMe.com platform, a leading social networking site for moms, from a few local sites to a cohesive US experience; Worked closely with product team to build audience internally through community managers, editorial content, in-network promotion and externally by establishing partnership for content (Martha Stewart, Rachel Ray, Discovery, March of Dimes)
- Core member of digital product innovations team; Tested over 50+ concepts, created 6 new media channels (SMBs, Moms, History, Green, Directories, couponing) and designed go-to market strategies to drive audience optimize for ad sales

AOL, Inc. | Dulles, VA**2000-2007**

Director of Marketing, AOL Media

- Led audience growth and go-to market plans for MapQuest, AOL Search and E-commerce destinations that delivered over 40% of AOL's advertising revenues
- Managed \$7.5 M interactive campaign including SEM, paid online, product marketing, brand strategy, viral marketing, SEO, web site & network traffic growth strategies as appropriate to deliver engagement goals

Director of Product Marketing, AOL Service

- Co-engineered new segmentation schema (leveraging Claritas) to improve profitability for AOL broadband acquisition campaigns. Efforts resulted in a 60% improvement to the CPA
- Fostered opportunities with key partners to boost value proposition and campaign performance, these included VISA, Geek Squad, and Best Western Hotels

Director of Product Marketing, AOL Premium Services

- Led product positioning, pricing and marketing programs for a portfolio of voice services generating \$35M in annual revenue and with 1.4M subscribers and annual \$14M budget
- Developed multi-channel direct marketing campaigns to build brand awareness, generate member registration goals and best in class customer journey. Campaign recognized as the model for new premium services reaching 1M subscribers within year of launch

Senior Product Marketing, AOL Premium Services

- Managed innovation cycle for AOLTV service with the intent of distributing software on cable and satellite (Time Warner Cable, Tivo, Direct TV) systems. Responsible with working with partners on primary research, customer experience, branding, pricing, promotion and positioning

AT&T, Basking Ridge, NJ

1995-2000

- Brand Manager, 1800CALLATT
- Hispanic Marketing Manager, Consumer Markets
- SMB Account Executive, Commercial Markets

Education & Volunteer

- BS in Business Administration, Marketing, Old Dominion University
- AT&T School of Business, Mini-MBA
- NYU, Stern, Business Analytics
- Northwestern University, Kellogg, Executive Scholar
- MarTech: Eloqua, Salesforce, Google Analytics, DOMO, WordPress, Tableau
- Volunteer: Piedmont Environmental Council, Children's Science Center

###

Profile

Tracy

First Name

Steffek

Last Name

[REDACTED]

Email Address

42953 Thornblade Circle

Home Address

Ashburn

City

VA

State

20148

Postal Code

What district do you live in?

Broad Run District

Advisory Boards

Which Boards would you like to apply for?

Advisory Commission on Youth: Submitted

Interests & Experiences

Why are you interested in serving on a board or commission?

To Supervisor Glass or to Whom It May Concern: I am writing to express my interest as the Broad Run district representative for the Advisory Commission on Youth. I am a parent in the community and a distinguished professional with over 13 years of demonstrated success in policy and systems change. I have build a career primarily focused on youth and broad-based experience across health and human services sectors working alongside a diverse set of communities using a local lens to solve national, complex social problems. I am a natural collaborator and strong advocate for collective impact with an understanding of how community groups and coalitions influence decision-making. I am also a driver of social change through innovation and best practices and can offer sustainable, equitable solutions rooted in early career on-the-ground experience with a background in strategic planning, program management, policy analysis, consensus building, and data-driven decision making. I am looking forward to participating more actively in my community and appreciate your consideration. Sincerely, Tracy

Work Experience:

SAFE Project, March 2020-Present Senior Director for National Coordination and SAFE Communities Initiative Leads the SAFE Communities initiative by supporting overall execution and growth of programs in alignment with the organization's strategic goals. National Association of Counties (NACo), December 2017-March 2020 Program Manager Mobilized 3,069 counties and nearly 40,000 elected and appointed county officials across the United States by facilitating opportunities to amplify county solutions and advance county policy priorities in human services. Fairfax County Government, May 2014 - December 2017 Management Analyst Under the direction of the Deputy County Executive for Health and Human Services, facilitated strategic cross-systems planning initiatives and service integration within a network of eight county agencies and a budget of over \$20 million focused on achieving improved resident and community outcomes. Fairfax County Government, April 2010 - May 2014 Child Care Specialist Served as a key facilitator and collaborator to provide complex, ongoing case management services for 200+ low and moderate income families eligible for state and local child care subsidies. Conducted technical assistance field visits to promote healthy development and greater quality of child care for children from birth to age 12 and negotiated vendor contracts for 50+ child care home providers and centers. Child Development and Family Council, May 2008 - March 2010 Intake and Eligibility Specialist Oversaw the intake process and maintained an ongoing caseload of 260+ families eligible for state subsidized child care assistance through the Pennsylvania Department of Human Services Office of Child Development and Early Learning. Step, Inc., September 2007 - May 2008 Case Manager Assisted individuals receiving Temporary Assistance for Needy Families (TANF) in overcoming barriers and developing skills to achieve economic stability through a state-funded non-profit Work Ready program and the State of Pennsylvania's Workforce Innovation and Opportunity Act (WIOA).

[Upload a Resume](#)

Education:

Virginia Polytechnic Institute and State University, Alexandria, VA MASTER OF PUBLIC ADMINISTRATION, May 2014 LOCAL GOVERNMENT MANAGEMENT GRADUATE CERTIFICATE, December 2011 Pi Alpha Alpha Honor Society for Public Affairs and Public Administration, Virginia Tech Chapter Member The Pennsylvania State University, State College, PA BACHELOR OF SCIENCE, HUMAN DEVELOPMENT AND FAMILY STUDIES, May 2007 CONCENTRATION IN CHILD, YOUTH, AND FAMILY SERVICES

Statement of Accuracy & Signature

By typing your name in the box below, you are signing your application.

Tracy Steffek

Date (mm/dd/yyyy)

02/09/2021

TRACY STEFFEK, MPA

42953 Thornblade Circle, Ashburn, VA 20148

LOCAL GOVERNMENT

STRATEGIC PARTNERSHIPS

SYSTEMS CHANGE

SOCIAL IMPACT

Experienced public sector systems leader with 13+ years of broad-based expertise in health and human services at the national and local level. Possesses service delivery experience and an understanding of how programs and policies are implemented on-the-ground. Fosters cross-sector collaborative partnerships. Excellent strategic planning, project management, consensus building and problem-solving skills. Professionalism under deadline-driven environments. Exceptional attention to detail and communication skills. Inspires and drives social change by way of innovation.

PROFESSIONAL EXPERIENCE

SAFE Project, Arlington, V.A. | March 2020 to Present

SENIOR DIRECTOR FOR NATIONAL COORDINATION AND SAFE COMMUNITIES

Leads the SAFE Communities initiative by supporting overall execution and growth of programs in alignment with the organization's strategic goals.

- Responsible for establishing and cultivating national, state, and local partnerships for a fast-growing, national non-profit organization supporting communities in responding more resiliently to the addiction epidemic.
- Develops relationship with key constituents to grow next level programming and engagement.
- Collaborates, fosters new ideas, and develops pathways to share information across other key initiatives.
- Manages multiple staff leading programs housed under the portfolio to ensure project goals are being met.
- Works alongside local community coalitions to lead technical assistance efforts that eliminate stigma, prevent addiction, and support recovery.
- Identifies best practices to augment community efforts and implements strategies that empower and mobilize communities.

National Association of Counties (NACo), Washington, D.C. | December 2017 to Present

COUNTY INNOVATIONS LAB, PROGRAM MANAGER FOR HUMAN SERVICES

Mobilizes 3,069 counties and nearly 40,000 elected and appointed county officials across the United States by facilitating opportunities to amplify county solutions and advance county policy priorities in human services.

- Launched a new portfolio and developed a program called "Counties for Kids" that added business value and expanded the profile and visibility of the organization.
- Spearheaded a \$650K+ multi-year grant to increase state and local investments for at least 1 million young children over 5 years in strategic alignment with national partners.
- Executed a high-impact movement building strategy to connect county leaders to state policy agendas in order to create bottom-up solutions and support community-based policymaking.
- Delivered ongoing, intensive technical assistance and coaching to a cohort of 8 counties reaching at least 76k at-risk infants and toddlers over 5 years. Supported rural, suburban and urban counties in coalition building, conducting community needs assessments, goal setting, developing action plans, enhancing community innovation, executing initiatives and tracking data to quantify impact. Technical assistance resulted in early childhood systems change, increased access to programs and services, doubled county funded investments and the scaling of local programs statewide.
- Conducted best practice research, advised county officials on national human services trends and developed new resources, publications and content for County News, blogs, website, webinars, videos and social media.
- Planned innovative national, state and regional workshop sessions and conferences in conjunction with state associations of counties and other national local government organizations and grantors.
- Represents NACo in various strategic activities, including conference planning and implementation, membership recruitment and retention, website maintenance, marketing, and presenting at internal and external meetings.

"Tracy is an excellent project manager...and motivates our members in carrying out a prenatal-to-three agenda in their county...As a result, many counties have implemented new approaches and sought her guidance when implementing local early childhood initiatives."

Performance Evaluation

- Served as liaison to NACo members, government agencies, non-profit organizations and other national, state and regional organizations.
- Selected by organization management to participant in a 12-week High-Performance Leadership Academy certificate program with a curriculum designed by General Colin Powell and led by the Professional Development Academy.

Fairfax County Government, Fairfax, VA | May 2014 to December 2017

COUNTYWIDE SERVICE INTEGRATION AND PLANNING MANAGEMENT, MANAGEMENT ANALYST

Reported to the Deputy County Executive for Health and Human Services. Facilitated cross-systems planning initiatives in a county exceeding \$400 million in human services expenditures.

- Planned and co-authored the county's first community needs assessment in 10 years in collaboration with an advisory committee, community-based partners, the business community and senior leadership.
- Designed and executed a countywide social innovation conference which brought together 300+ leaders from public and non-profit sectors in the community to address human services challenges.
- Designed an internal resource management system that facilitated cross-functional coordination across project plans and improved organizational effectiveness.
- Won a 2016 Employee Growth and Development Award and Healthy and Happy Workforce Award for leading a team in the development and delivery of an online learning map to support best practices and training for new employees and supervisors.
- Crafted an animation of the team's strategic functions which was shared at a department retreat and used as a new employee orientation tool.
- Supported the development of performance management efforts and system planning across eleven health and human services agencies serving as an intermediary between department leadership and county administration.
- Provided strategic planning and budgetary support to a board-appointed community advisory group.
- Analyzed qualitative and quantitative community trends and challenges, presented findings at stakeholder events and provided technical assistance and training as appropriate.
- Participated on cross system groups to support integration in business processes, protocols, and strategies.

“Tracy takes her work seriously and holds herself accountable to ensure projects are completed and the division achieves success. Tracy shares information with colleagues and customers to improve results. [She] understands how her work contributes to broader goals and makes appropriate connections to advance the work.”

Performance Evaluation

SERVICE DELIVERY EXPERIENCE

Fairfax County Government, Fairfax, VA | April 2010 to May 2014

OFFICE FOR CHILDREN, CHILD CARE SPECIALIST

Key facilitator and collaborator providing complex, ongoing case management services for 200+ low- and moderate-income families eligible for state and local child care subsidies. Conducted technical assistance field visits to promote greater quality of child care for children birth to age 12 and negotiated vendor contracts for 50+ child care home providers and centers.

Child Care Information Services of Centre County, State College, PA | May 2008 to March 2010

INTAKE AND ELIGIBILITY SPECIALIST

Oversaw the intake process and maintained an ongoing caseload of 260+ families eligible for state subsidized child care assistance through the Pennsylvania Department of Human Services Office of Child Development and Early Learning. Published quarterly parent newsletters. Modernized client intake processes to improve service delivery and public benefits administration.

STEP, Inc., State College, PA | September 2007 to May 2008

PA CAREERLINK OF CENTRE COUNTY, CASE MANAGER

Assisted individuals receiving Temporary Assistance for Needy Families (TANF) in overcoming barriers and developing skills to achieve economic stability through a state-funded non-profit Work Ready program and the State of Pennsylvania's Workforce Innovation and Opportunity Act (WIOA). Identified employment barriers and coordinated available supportive services. Provided client advocacy, counseling and crisis intervention as appropriate. Tracked

compliance and participation in work and work-related activities. Trained new employees and regularly provided case management support to a neighboring county.

EDUCATION / CERTIFICATIONS / AFFILIATIONS

Virginia Polytechnic Institute and State University, Alexandria, VA

MASTER OF PUBLIC ADMINISTRATION, May 2014

LOCAL GOVERNMENT MANAGEMENT GRADUATE CERTIFICATE, December 2011

Pi Alpha Alpha Honor Society for Public Affairs and Public Administration, Virginia Tech Chapter Member

The Pennsylvania State University, State College, PA

BACHELOR OF SCIENCE, HUMAN DEVELOPMENT AND FAMILY STUDIES, May 2007

CONCENTRATION IN CHILD, YOUTH, AND FAMILY SERVICES

Profile

Angela

First Name

Wilson

Last Name


Email Address

26453 Linton Pasture Place

Home Address

CENTREVILLE

City

VA

State

20120

Postal Code

What district do you live in?

Dulles District

Advisory Boards

Which Boards would you like to apply for?

Economic Development Authority: Appointed

Interests & Experiences

Why are you interested in serving on a board or commission?

Work Experience:

SeKON - Founder and CEO 1996 to present


Upload a Resume

Education:

Master & PhD - Education, VA Tech

Volunteer Experience:

Sharing shoes - charity for underserved youth YEA - Loudoun Young Entrepreneur Board of Directors
_Paul VI High School Loudoun CEO Committee - Member

Statement of Accuracy & Signature

Statement of Accuracy

I affirm that, to the best of my knowledge, the information provided herein is truthful, accurate, and complete. I understand that any misrepresentation of information may result in my appointment being rescinded.

I Agree

By typing your name in the box below, you are signing your application.

Angela Wilson

Date (mm/dd/yyyy)

02/15/2021

Angela Wilson, PhD

Education

Virginia Polytechnic University, Doctor of Philosophy, Education
Virginia Polytechnic University, Masters of Science, Education

Summary

More than 25 years' experience consulting extensively with the federal government, leading projects, providing executive oversight, program management services, and serving as a trusted advisor. Experience includes: leading strategic planning projects, change management, technology implementations, culture assessments, and organizational effectiveness studies.

Experience

SeKON Enterprise Inc., President & CEO 1996 - Present

Leadership: Provide the vision and mission of the organization. Develop strategic customer and partner relationships. Direct the building of a strategic roadmap for financial, operational and talent management effectiveness.

Practice Management: Managing the day to day business needs and strategic direction of a Management and Technology Consulting firm for over a decade. Developed practice areas to support the unique business needs within Healthcare, Education and Energy serving Federal, Commercial, K12 and State & Local customers. Created service offerings that encompass Technology, Human Capital, Business Process, and Financial aspects of organizational goals.

Program/Project Management: Management of large and small project teams; project plan development, tracking and reporting; and quality assurance, compliance, and control. Work collaboratively with Government and Subcontractors to meet and exceed timely deliverables. Manage the complexities and difficulties that are characteristic if implementing, integrating, maintaining and securing large scale system/software solutions.

Proposal Development and Solution Engineering: Solution development; Methodology management and development; strategically aligning teams to develop, execute and support large scale solutions. Aligning key personnel and skill sets to mitigate risk and deliver solutions of value; Project costing and control; and Contract management.

Technology Roadmapping: Architect and build business operation solutions customized to Clients unique business objectives; stay abreast of emerging technologies and leverage the best of breed industry solutions to meet challenges. Utilizes best practices around Service Oriented Architecture (SOA); Software as a Service (SaaS), Web Services, Web 2.0 functionality and Cloud Computing.

Trusted Advisor: Provide full life cycle support from strategic advisory and planning to solution architecture and implementation, Develop strategic partnerships to support Client needs; understand how to transform people, technologies and processes into a holistic solution; establish and maintain a cooperative and collaborative business arrangement between Information Technology and Program Areas.

Oracle Corporation, Principal Consultant, June 1998 to July 2000. Specialized in Oracle Human Resources (HRMS) and Oracle Payroll System Implementation. Conducted R11i Beta testing for a new release of the Oracle Human Resources

Consulting and Business Support with various Government Contractor organizations, June 1988 to July 1993.