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# MARIO MORROW, SR

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MMORROW@MARIOMORROW.COM



(313) 800-5973

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## AFFILIATIONS

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Public Relations Society of America  
Phi Delta Kappa  
National School Public Relations Association  
National Academy of Television Arts and Science  
National Association of Black Journalist  
Kappa Alpha Psi Fraternity, Inc

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## AWARDS AND HONORS

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2018 Native Detroiter "Detroiter of the Year" Award

2017 Michigan Chronicle "Men Of Excellence" Award

2012 Bronze Telly Award - "Pure Michigan Business Connect", March 2012

2012 Silver Communicator Award – "LARA logo", April 2012

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## EXPERIENCE

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### MARIO MORROW & ASSOCIATES

**PRESIDENT & CEO**

August 1986 - Present

- Media and Communications Consulting
- Crisis Management
- Relationship Builder
- Educational Financial Advisor
- Educational Management Consultant
- Advised and managed political announcements, professional organizations and individuals
- Developed announcement analysis and strategy
- Image building, press releases, speech writing, endorsement coordination, fundraising and event planning, and hiring of staff

### EDUCATION ACHIEVEMENT AUTHORITY (EAA)

**Executive Director of Communications and Government Affairs**

June 2014 – November 2015

- Duties include establishing program objectives, goals and priorities, determines/implements specialized public relations and media operating policies and procedures.
- Serve as the key architect of the District's strategic communications efforts and fostering a proactive approach to media relations with all EAA communication staff.
- Serves as EAA's media spokesperson regarding all communications; works closely with the Governor's Office, EAA's Executive Office, EAA entities, other State agencies, and outside constituency groups.

### STATE OF MICHIGAN

**State Manager of Communications Outreach/ Senior Policy Executive**

February 2013 – June 2014

- This position had a leadership role within the Governor's Office and is responsible for the development and implementation of strategic communications outreach and initiatives for regional, specialty, and minority media outlets and appropriate social and digital media platforms.
- This position also is responsible for serving as a communications and policy adviser as well as the communications spokesperson for all southeast Michigan initiatives, primarily the Michigan Land Bank and Regional Transportation Authority.



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2012 Gold Hermes Award - "UIA InfoBrief", May 2012

2012 Gold Hermes Award – “Effective Pain Management” video, May 2012

2012 American In-house Design Awards, certificates of excellence – "UIA MiWAM logo and OFIR floor display", May 2012

2011 Bronze Telly Award –The Job Show – “Film Careers”, March 2011

2011 Bronze Telly Award – Michigan’s Energy Future Today #12 – “Home retrofits”, awarded in March 2011

2011 Gold Hermes Award - MSHDA Cool Cities Video, awarded in May 2011

2011 Telly Award “Michigan’s Energy Future Today” – April 2010

2011 Telly Award “The Job Show” – January 2010

2010 Telly Award “Michigan’s Energy Future Today” - July 2009

2010 Telly Award “The Job Show For Teens” - Spring 2009

2009 Telly Award “Consumer’s Corner” - June 2008, DLEG Energy Office

2009 Telly Award “House Michigan” - August 2008, Homeownership and Save the Dream Refinance Programs

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**STATE OF MICHIGAN**  
Department of Licensing & Regulatory Affairs  
**Director of Communications/ Senior Policy Executive/  
Chief Employee Engagement Officer**  
January 2008 – June 2014

- Responsible for the administration and coordination of all communication functions for the Department, including the Office of Media Technology and communication representatives of bureaus/agencies housed within Media Technology & Public Relations, DLARA.
- Duties include establishing program objectives, goals and priorities, determines/implements specialized public relations and media operating policies and procedures.
- Serve as the key architect of the Department’s strategic communications efforts and fostering a proactive approach to media relations with all DLARA communication staff.
- Serves as DLARA’s media spokesperson regarding all communications; works closely with the Governor’s Office, DLARA Director’s Office, DLARA entities, other State agencies, and outside constituency groups.
- Responsible for management of staff including the selection of, assigning work consistent with EEO procedures & policies, Civil Service rules & regulations, appropriate use of federal program dollars and Departmental policies.
- Responsible for staff performance evaluations.
- Serves as a member of the Leadership Council for DLARA and is responsible for the formulation and implementation of policies and programs that have Department-wide impact.
- Annual Operational Budget of \$3,800,000

**ALBION PUBLIC SCHOLS**  
*Superintendent of Schools/ CEO*  
August 2004 – February 2006

- Responsibility for the Albion Public Schools System– management, staff, fiscal responsibility, transportation, facilities, curriculum/academic achievement, community involvement, clean and safe environment, parental involvement, grant programs, district’s school improvement plan and technology.
- Enrollment of 1630 students.
- Total staff of 200 employees.
- Annual Operating Budget of \$16,000,000.
- Responsible for aligning the district curriculum with federal and state standards.
- Responsible for professional development for all staff.





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2009 Telly Award “The Job Show” -  
October 2008, MRS/MCB, Investing in  
Abilities Month/Hiring People with  
Disabilities

2009 Telly Award “The Job Show For  
Teens” - Fall 2008, KUKA Robotics,  
FIRST Robotics Competition, Youth  
employment, College & Career Seminar

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- Responsible for developing intervention strategies for lower achieving students.

### **DETROIT PUBLIC SCHOOLS**

*Executive Director, Community Communications*

**August 2003 – August 2004**

- Responsible for the Detroit Public Schools entire communications operation
- Charged with the supervision of the Detroit Public Schools radio station-WDTR
- Managed Media Relations - Maintained active relationships with media and community leaders. Handled all media inquiries and visits, issued press releases and communicated the primary message and actively pursue media attention for suitable DPS events and announcements; and helped to secure media sponsorship for key events.
- Publications - Produced and managed distribution of high quality and timely publications, including newsletters, press releases, teacher and staff handbooks, annual reports and calendar.
- Presentation Training - Trained staff and corps members to make group and individual presentations.
- Public Information - Created systems to handle information requests and follow-up; monitored press coverage of DPS; maintained supplies for information packets and create custom information packets for DPS departments or special events.
- Worked in close partnership with CEO, Board Members and communications committee on all communications, marketing and outreach efforts.

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## **EDUCATION**

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**Wayne State University,**

**Detroit, MI**

**Awarded: 1992**

Masters of Arts in Education Administration

**Michigan State University,**

**East Lansing, MI**

**Awarded: 1982**

Bachelor of Arts in Education



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# RYAN BRIDGES

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RBRIDGES@MARIOMORROW.COM



(313) 347-6575

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## AFFILIATIONS

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National Black Public Relations Society  
Detroit – Member At Large

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## SKILLS

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Press Release Writing  
Communications Strategy Development  
Crisis Communications Planning  
Media Relations  
Vendor Management  
Client Relations  
Business Development  
Strategic Partnerships  
Campaign Coordination  
Brand Development  
Crisis Management/Resolution  
Creative Thinking  
Communication and Interpersonal Skills

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## EXPERIENCE

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### **MARIO MORROW & ASSOCIATES**

#### **DEPUTY CEO & CHIEF OF STAFF**

February 2022 - Present

- Oversee daily operations including supervising six staff
- Oversee client and vendor relations and project management
- Build and maintain relationships with key contacts at current clients and strategic partners to secure new opportunities
- Lead the creation of creative project proposals and RFP response development
- Research, develop and implement systems to improve the company's productivity, effectiveness, and efficiency

### **CITY OF KALAMAZOO**

#### **Public Information Officer**

December 2020 – January 2022

- Served as spokesperson for the City of Kalamazoo and the Kalamazoo Department of Public Safety
- Conceptualized and execute internal and external communications, public relations and crisis communications strategy
- Advised city leadership (Mayor, City Manager, Public Safety Chief, etc.) on media relations strategies
- Monitored and analyze media coverage and social media analytics
- Created formal media response protocols for the City Administration and the Kalamazoo Department of Public Safety
- Built and maintained strategic relationships with community stakeholders and local, regional and national media

### **BYRUM & FISK ADVOCACY COMMUNICATIONS**

#### **Communications Strategist**

December 2020 – January 2022

- Worked with clients in public education, local government, non-profit, and political sectors
- Served as project manager and communications strategist for eight winning local millage and bond campaigns
- Lead client branding projects and manage teams of graphic designers, photographers, printers to create brand assets
- Created proactive and crisis communications strategies to position clients positively in the media and/or protect client brands to ensure clear and transparent communications with stakeholders



## **MARIO MORROW & ASSOCIATES**

*Senior Associate*

April 2017 – February 2018

- Developed and implemented communications strategies for public and private sector clients
- Lead media events and press conferences, including recruiting speakers, making pitch calls to reporters, developing talking points and managing event logistics
- Wrote, produced, and placed content for TV, radio, print, digital and social media buys across Michigan
- Managed day-to-day accounting and bookkeeping responsibilities including expense reporting, accounts payable and accounts receivable

## **WAYNE COUNTY EXECUTIVE'S OFFICE**

*Sr. Communications Manager*

January 2015 - April 2017

- Served as spokesperson for Wayne County Executive Office, Wayne County Medical Examiner and Roads Division
- Served as communications liaison for countywide departmental restructuring team
- Created and produced weekly "Inside Wayne County" web series
- Planned and coordinated media and logistics for annual State of the County Address
- Built relationships with local, national and international media

*Digital Media Coordinator*

January 2013 – December 2014

- Served as project manager for countywide website redevelopment and redesign project
- Cultivated and maintained content for county website
- Managed county-wide employee internal communications messaging system for 600 employees
- Created and implemented media tracking and scoring system to gauge perception of media coverage
- Served as public information officer for Fermi 2 Emergency Preparedness Exercise
- Built and maintained digital asset database, including media distribution lists







# SHAUNA MORROW



SVMORROW@MARIOMORROW.COM



(313) 682-2376

## AFFILIATIONS

Jack and Jill of America, Detroit  
Make-A-Wish Michigan

## SKILLS

Visionary Leadership  
Strategic Community Outreach  
Community Relations  
Critical Thinking  
Creative Solutions  
Customer and Attendee Experience  
Profit & Loss  
Custom Experiences  
C-suite Event Experiences  
Conferences-Meetings-Shows  
Event Marketing  
Event Registration  
Registration Platforms  
Virtual Meetings

## EXPERIENCE

### MARIO MORROW & ASSOCIATES CHIEF OPERATING OFFICER

March 2021 - Present

- Direct short-and long-term initiatives, including market expansion, new services development, leadership development and partner and collaboration engagement
- Oversee community outreach strategy
- Create and oversee standing operating procedures
- Employee development
- Event planning
- Event marketing
- Program development

### AUTOMOTIVE NEWS

*Corporate and Special Events Sr. Manager*

August 2000 – March 2021

- Planned and executive conferences and events, large and small.
- National and global event planning
- Managed events team
- Managed attendee engagement
- Developed experiential events
- Created curated virtual events
- Directed creative team on sales marketing and events collateral
- Managed large scale event budgets
- Negotiated vendor pricing and relationships
- Executed events in non-traditional venues
- Created and managed streamlined registration processes and procedures.
- Executed creative crisis event management solutions
- Developed creative event themes and experiences

### SODEXHO MARRIOTT SERVICES AT WRIGHT MUSEUM OF AFRICAN AMERICAN HISTORY

*General Manager of Events*

July 1998 – August 2000

- Managed client relationship with the museum
- Negotiated annual contract
- Developed customer service manual
- Created menus for catered events and public cafe
- Managed cafeteria's operating budget
- Managed events operating budget

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- Profit and loss
  - Managed and directed cafeteria and events staff
  - Managed vendor relationships

#### **FORD MOTOR COMPANY**

##### ***Corporate Event Planning***

January 1996 – February 1998

- Planned and executed company meetings and events
- Developed the processes, procedures and even templates for one of Ford's largest global management training programs developed past President and CEO, Jack Nassar
- Managed event budgets
- Profit and loss
- Managed vendor relationships

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## EDUCATION

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#### **Olivet College**

**Olivet, MI**

**Awarded: May 1987**

Bachelor of Arts in Journalism

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# MARIO MORROW, JR.

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MMJR@MARIOMORROW.COM



(313) 682-7012

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## AFFILIATIONS

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Gathering Spot – Connected Cities,  
Detroit Founding Member  
Kappa Alpha Psi, Fraternity, Inc.

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## SKILLS

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Press Release Writing  
Strategy Development  
Media Relations  
Talent Management  
Strategic Partnerships  
Campaign Coordination  
Brand Development  
Crisis Management/Resolution

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## EXPERIENCE

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### **MARIO MORROW & ASSOCIATES** **COMMUNICATIONS & MARKETING MANAGER**

August 2017 - Present

- Developed and implemented effective communication strategies resulting in extensive media coverage, including local and national television, radio, and print outlets, for clients.
- Played a key role in the State of Michigan's public relations and communications team, successfully developing and promoting statewide messaging for the 2020 Census, contributing to a 2% increase in participation since 2010.
- Contributed to the State of Michigan COVID-19 taskforce, coordinating celebrity/influencer PSA videos, scheduling media interviews, and developing statewide messaging that led to a vaccination rate of 6.6 million residents. Additionally, produced and participated in a COVID-19 mini-series targeting young adults, distributed statewide to increase vaccination rates in partnership with the Michigan Department of Human and Health Services.

### **KASPR MANAGEMENT GROUP**

*Head of Talent*

September 2019 – Present

- Oversee all aspects of business affairs, show/tour bookings, branding, and public relations for entertainment clients.
- Successfully facilitated the placement of Comic J Will's vocal feature on the Grammy-nominated track "Deep Reverence" by Big Sean featuring Nipsey Hussle.
- Provide creative direction for the redevelopment of client logos, merchandise design, and overall rebranding efforts.
- Established a valuable corporate partnership between a client and the Detroit Pistons, serving as a community liaison/representative for advertising and digital content.
- Secured hosting roles for "TG the Host" at prominent sports teams including the Detroit Pistons G-League affiliate, the Motor City Cruise, and the Detroit City Football Club, as well as the USFL Detroit Panthers & Philadelphia Stars.
- Led talent coordination and served as project lead for Michigan Governor Gretchen Whitmer's Winning Election Campaign, creating captivating content to drive voter engagement in urban areas. Garnered significant attention, including news coverage, visibility, and engagement from influential figures such as President Barack Obama and Eminem.



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## EDUCATION

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**B.A. ORGANIZATIONAL COMMUNICATIONS**

*DePAUL UNIVERSITY – CHICAGO, IL*  
2017

**M.A. PUBLIC RELATIONS & ADVERTISING**

*WAYNE STATE UNIVERSITY – DETROIT, MI*  
2020



# The Honorable Buzz Thomas

## Co-Founder Activate Detroit

28 W. Adams Suite 1300 | Detroit MI 48226 | C: 313.506.8505 | [Buzz@ActivateDetroit.com](mailto:Buzz@ActivateDetroit.com)

### Executive Management | Civic Engagement and Strategic Analysis | Public Policy

As an accomplished elected official and civic leader, I have utilized my interpersonal, political and relationship-building skills to provide outstanding and proactive service to my clients and the organizations with whom I have been affiliated. I have a thorough understanding of public policy and its creation, community engagement, and DEI policies and practices impacting social movements and equitable societies. I am regularly sought out for executive coaching and speaking engagements in addition to strategic advice and program management in election and democracy protection.

- Strategic Planner
- Leadership
- Coalition Builder and Manager

## PROFESSIONAL EXPERIENCE

**Activate Detroit** Detroit, MI Co-Founder  
(January 2011-Present)

Launched a multi-client public affairs, business development and strategic relationship management consulting firm with lifelong friend, the Honorable Terence A. Thomas. Our firm helps clients grow their business, increase civic influence, and connect them with the right stakeholders. For example:

- Developed and implemented relationship development strategy, for a best-in-class Detroit based company seeking to improve its relationship with neighborhood stakeholders.
- Developed and implemented a strategy that got a Detroit housing development on track after it had been delayed more than 120 days.
- Created a pandemic era civic engagement plan ensuring full and safe voter participation in 200 Michigan communities.

**Founders Brewing Co. – Grand Rapids, MI** Director, Diversity Equity and Inclusion  
(December 2019-August 2021)

Developed and implemented a best in class DEI training and management program for the 500+ employees of Michigan's largest brewery and 14<sup>th</sup> largest brewer in the United States

**State of Michigan** State Senator – Democratic Floor Leader

(1997-2010)

Elected to 2 terms in the Michigan Senate representing the 4<sup>th</sup> Senate District of Detroit. Elected as the Floor Leader of the Democratic Caucus. Recognized by more than 2 dozen organizations as “Legislator of the Year” or equivalent.

State Representative – Democratic Leader

Elected to 3 terms in the Michigan House of Representatives representing the 10<sup>th</sup> House District of Detroit. Elected by colleagues to serve as the Minority Leader and leader of the Democratic Party.

**Avis Tech Park Partners and Parkside Development Company** Construction Manager

(1994-1996)

Managed both commercial structure renovations and single-family residential construction.

## EDUCATION

University of Pennsylvania, Philadelphia, PA - 1987-1991 BA History

## STATEWIDE AND NATIONAL AWARDS

Advantage Health Care, Help and Hope Award

ArtServe Michigan, Recognition for Leadership and Vision

Alliance for a Safer, Greater Detroit, Recognition for Outstanding Leadership

Autism Insurance Michigan, Leadership Award

Diabetes and Kidney Health Care Organization, Legislator of the Year

Downtown Detroit Inc., Award for Legislative Accomplishment

Fitzgerald Community Council, Award for Outstanding Support and Community Involvement

Independent Colleges and Universities of Michigan, Distinguished Service

Karmanos Cancer Institute 14th Annual Heroes of Cancer Award

Metro Detroit Optimist Club, Friend of Youth Award

Michigan Association of Health Plans, 2005 Legislator of the Year

Michigan Association of Regions, State Legislator of the Year

Michigan Association of School Psychologists, Outstanding Leadership and Advocacy on Behalf of Children

Michigan Legislative Black Caucus, Distinguished Legislative Service

Michigan Municipal League, Legislator of the Year

Michigan Youth Arts Festival, Recognition for Superior Achievement

Real Detroit Weekly, Best Detroit Politician '04

Real Detroit Weekly, Most Dedicated Detroiter '03

The Wayne State University College of Liberal Arts and Sciences, Community

Peacemaker Award

Michigan Governor's Council on Health and Physical Fitness, Legislator of the Year

Michigan's Children, Legislator of the Year

Detroit Free Press, "Five Key State Technology Leaders"

Savoy Magazine, "One of Four Up-and-Coming American Leaders"

## **CIVIC AND BOARD ENGAGEMENT (past and present)**

American Civil Liberties Union

Detroit Institute of Arts

Karmanos Cancer Institute of Detroit

New Urban Learning Schools of Detroit

Equality Michigan (Chairman)

MI Association of Public School Academies

Democrats for Education Reform

Habitat for Humanity Detroit

Belle Isle Conservancy

Southwest Solutions

Gerald R. Ford Presidential Foundation

Alpha Phi Alpha Fraternity

Sigma Pi Phi Fraternity – Iota Boule

Chairman, Barack Obama Presidential Campaign – Michigan

Chairman, John Kerry Presidential Campaign – Michigan

Chairman, Turnaround Detroit SuperPac – Mike Duggan for Mayor

Cities Forward

# TERENCE A. THOMAS, ESQ

## Co-Founder Activate Detroit

28 W. Adams Suite 1300 | Detroit MI 48226 | C: 313.574.6300 | tthomas@ActivateDetroit.com

### Executive Management | General Counsel & Legal Advisor | Strategy Formulation

As a trained lawyer and civic leader, I have utilized my negotiation, political and relationship- building skills to provide outstanding and proactive service to my clients and the organizations with whom I have been affiliated. I have a thorough understanding of healthcare policy, DEI as well as, policies affecting Southeast Michigan acquired through serving clients, civic engagement and a distinguished tenure with the Michigan Ministries of Ascension Health, St. John Providence Health System and as a principal with Miller, Canfield, Paddock and Stone, PLLC. Additional strengths include:

- Strategic Relationship Management
- Motivator
- Consensus-Builder

### PROFESSIONAL EXPERIENCE

#### Grosse Pointe City Council, Member

(November 2019-Present)

#### Activate Detroit Detroit, MI Co-Founder

(January 2011-Present)

Launched a multi-client public affairs, business development and strategic relationship management consulting firm with former State Sen. Buzz Thomas. Our firm helps clients grow their business, increase civic influence, and connect them with the right stakeholders. For example:

- Developed and implemented relationship development strategy, for a best-in-class Detroit based company seeking to improve its relationship with neighborhood stakeholders.
- Developed and implemented a strategy that got a Detroit housing development on track after it had been delayed more than 120 days.
- Developed and implemented relationship development strategy for a Detroit based firm seeking to do business in Macomb County.

#### Michigan Ministries of Ascension/St. John Providence Health System, Warren MI (2003-2010)

Chief Advocacy Officer (March 2008-2010)

Promoted to lead the legislative and public policy efforts for the five ministries of Ascension Health located in Michigan. Responsible for managing relationships with Ascension leaders throughout the country and maintaining strong access enabling relationships with Michigan's congressional delegation and federal agency professionals. Directly accountable to the Michigan Market leader and the health system Presidents.

## SVP, Advocacy and Corporate Responsibility (2005-2008)

Promoted to lead legal affairs, risk, and compliance. Reported directly to the health system's President and CEO. Supervised a top-performing staff of 2 in-house lawyers, 12-18 paralegals and compliance professionals. Coordinated approximately 10 different law firms on health law, internal investigations, torts, commercial litigation, contract review and preparation, bond issuances, real estate, and construction disputes. In addition, under my leadership and in collaboration with our CFO, I reorganized our legal department and risk management units to improve alignment with corporate compliance and audit. The reorganization had several benefits, it allowed me to become better aware of all transactions the health system was engaged in including those that may be in only the preliminary stage. It also put my team and I in a better position to collectively ensure that the ministry had limited risk exposure. In my role I was expected to catch problems not traditionally associated with legal advice early on, such as an employee engaging in questionable personal activities or public perception of decisions to close a hospital or eliminate a service.

## SVP, External Affairs (June 2003-2005)

Hired to position then S.E. Michigan's largest healthcare provider as a vital corporate citizen and to better engage its internal stakeholders in a manner that made those voices heard at the legislative and grassroots level. Created the Advocacy Action Network, an undertaking which streamlined a process that previously only included senior leadership. It shifted a clunky, top-down effort involving only 250 associates to a more open effort which included more than 13,000 associates and stakeholders.

The result of that larger, more collective, and unified constituency: the ability to mobilize 13,000 stakeholders when necessary, or to target alerts to associates within a certain clinical unit that may be impacted by pending legislation. The alerts also told administrators whether a recipient opened the message and had responded.

## **Miller, Canfield, Paddock & Stone, PLLC (1995-2003)**

### Commercial Litigation

Commercial Litigation practice includes extensive experience in intellectual property disputes, securities litigation, major collection, claim and delivery actions, construction, lender liability, and land use litigation.

### Intellectual Property

E-commerce and internet law including drafting service provider agreements, software licenses, support and maintenance agreements, software development and distribution agreements, computer consulting contracts, conducting website audits, reviewing website terms and conditions, and internet use policies and user agreements.

### Emerging Business Development

Specializing in addressing the issues that impact historically disadvantaged business enterprises including start-up counseling, structuring the corporate entity, access to capital and financing and MMBDC certification.

### Municipal Finance

Assisted our seasoned public finance professionals with expanding opportunities with the Detroit Public Schools, Southfield Public Schools, City of Detroit, Wayne County and the State of Michigan.

## **EDUCATION & BAR ADMISSIONS**

UNIVERSITY OF WISCONSIN LAW SCHOOL – **Juris Doctor**, Madison, WIS (1993)

Bar Admissions: Michigan State Bar, U.S. 6<sup>th</sup> Circuit Court of Appeals,  
E.D. of Michigan, Wisconsin State Bar

Albion College – **Bachelor of Arts, American History**, Albion, MI (1990)

## **PROFESSIONAL MEMBERSHIPS & AWARDS**

Bar Memberships: Michigan State Bar, Wolverine Bar Association, American Bar Association  
Awards: Crain's Detroit Business 40 under 40 (2008); The Michigan Chronicle's Men of Excellence (2009),  
Detroit Regional Chamber Volunteer of Year (2009); Horizon (2009)

## **Civic Board Engagement (past and current)**

The Helm

Detroit PAL

Marygrove College

Loyola High School

Matrix Human Services

Detroit Historical Society

Citizens Research Council

Covenant House of Michigan

Greater Detroit Area Health Council

Detroit Regional Chamber of Commerce

100 Black Men of Greater Detroit, Inc.

Warren Conner Development Corporation

Detroit Wayne County Health Authority

U of D Jesuit High School & Academy

Governor's Council on Physical Fitness, Health & Sports

& Michigan Fitness Foundation

# CLARENCE P. GAYLES

## Director of Strategic Engagement | Activate Detroit

28 W. Adams Suite 1300 | Detroit MI 48226 | C: 313.982.2572 | [cgayles@Activatedetroit.com](mailto:cgayles@Activatedetroit.com)

### PROFESSIONAL EXPERIENCE

#### **Activate Detroit** Detroit, MI Director of Strategic Engagement

(March 2014-Present)

Responsible for direct engagement for over 25 clients. Serves as the Executive Director for The Detroit Restaurant & Lodging Association which has over 100 members. Led community engagement for The District Detroit, a 1.5-Billion-dollar mixed used development in downtown Detroit.

#### **Mothering Justice** Royal Oak, MI

(Dec. 2011-2013)

Responsible for building a base for a paid sick days campaign in Michigan. Identifying and reaching out garnering support from community members and coordinating a coalition of progressive organizations, implementing field plan a grassroots network.

#### **State Senator Buzz Thomas, Democratic Floor Leader** Lansing, MI District Director

(Jan. 2006 – Dec. 2010)

Acted as a liaison between Senator Thomas and over 100 community and civic groups throughout the Metro Detroit Area. Spoke on behalf of Senator Thomas at various events, informed and educated constituents on public policy related matters, and Coordinated annual Veterans Day Event, Detroit Tigers Community game, Halloween Boo Bash, Holiday Dinner, Fundraisers, and annual toy giveaway. Instrumental in the funding for upgrades to the Detroit Light Guard Armory. Served as an advisor during the negotiation process for the sale of the Michigan State Fairgrounds.

#### **Barack Obama Presidential Campaign**, Detroit, MI Detroit Area Advisor

(2008)

Coordinated team leaders to carry out field plan for Get Out the Vote Campaign. Assisted with logistics planning including arranging transportation, scheduling volunteers, and faith based campaign.

#### **Michigan Democratic Coordinated Campaign**, Detroit, MI Field Coordinator

(2006)

Managed campaign operations for voting region 2 in Wayne County. Developed and implemented strategic plan for a Get Out the Vote Campaign reaching over 35,000 voters. Managed a team of 120 staff and volunteers to implement an aggressive voter education and outreach campaign. Organized a volunteer voter registration drive with over 40 labor unions, community organizations, and churches. Acted as a spokesperson for the campaign and assisted in fundraising efforts.

#### **Bill McConico for State Senate Campaign**, Detroit, Director of Field Operations

(2006)

Developed strategic plans targeting high voter density. Managed field operations including canvassing. Spoke on behalf of candidate and monitored 81 polling locations.

### EDUCATION

**Belhaven College** – Business Administration/ Finance, (1996-1997)

**Jackson State University** – Business Administration (1991-1993)

### CIVIC BOARD ENGAGEMENT (past and current)

Detroit Friendship House Board Member

O'Hair Park Community Association

Former Black Caucus Foundation Board Member

Former Eight Mile Association Member

Big Brothers Big Sisters Volunteer

## Clare Allenson

1518 18th St. Detroit, MI 48216 • +1.202.250.1722 • clare@activatedetroit.com

*Democracy and voting rights advocate with community engagement experience in Detroit and across Michigan. Previous background in political risk analysis for senior private and public sector executives. Over eight years of experience in management, business development, and budget execution.*

### EXPERIENCE

- Activate Detroit** **Detroit, MI**  
**Senior Consultant** **Jun 2023 - Present**
- Collaborate on voting rights education and election administrator engagement for the firm's democracy client portfolio
  - Foster client relationships with local communities and governments to improve service delivery and business outcomes for manufacturing, real estate development, and non-profit sectors
  - Conceptualize new strategy and business development initiatives across the firm
- Michigan League of Conservation Voters** **Detroit, MI**  
**Director, Democracy For All** **Sep 2019 - Mar 2023**
- Built a new democracy and voting rights-focused team including hiring and managing three full-time staff, 40 temporary campaign staff and establishing a youth internship program
  - Co-led Michigan's statewide clerk engagement coalition, engaging with local and county clerks as well as Secretary of State staff to improve the voting process and ensure full staffing of the polls
  - Developed a redistricting awareness program to improve public understanding of the process and increase the number of public comments submitted, reaching an audience of several thousand
  - Facilitated voter education and protection programming across local, statewide and national organizations including as an active partner of Michigan Voices
  - Supported organization strategy development, fundraising initiatives and board engagement
- CitizenDetroit** **Washington, DC/Detroit, MI**  
**Policy Research Consultant** **Jan 2019 - Jul 2019**
- Co-led a research project for board review including actionable methods to develop political support, funding streams and community buy-in for early childhood programs in Detroit and Wayne County
  - Developed budget and resource management strategy for a \$300,000+ grant to create a civic education curriculum for Detroit public school students and other community groups
- Michigan Democratic Party** **Rochester, MI**  
**Elissa Slotkin Congressional Campaign - 8th District** **Apr - Nov 2018**  
**Regional Field Director, Oakland County & Lead Constituency Organizer**
- Led constituency engagement including organized labor, environmental organizations, Human Rights Campaign, and religious/affinity groups, resulting in direct financial and field support
  - Located, launched and ran daily operations of the Rochester campaign office, including management of office staff, a dozen full-time summer fellows and 200 volunteers
  - Liaised with down ballot campaigns to improve efficiency and coordinate Get Out the Vote activities
  - Planned and executed multiple policy-focused community roundtables with local government officials and members of Congress, including on infrastructure investment and mental health

**Eurasia Group**  
**Director, Africa**

**Washington, DC & London, UK**  
**May 2012 – Jan 2018**

- Led Africa political and economic risk coverage to support client executives' decision-making including asset managers, multinational corporations, foundations and public sector clients
- Managed team hiring and \$60,000+ annual research budget; trained three full-time analysts and 15 in-country contractors across 10 countries and conducted 3-4 primary research trips a year
- Developed and maintained more than 50 client relationships through in-person, oral and written briefings, including on multi-day roadshows to client hubs such as New York, London and Tokyo
- Worked with management to support company-wide sales goals, pitching dozens of prospective clients and securing nearly \$700,000 in Africa-focused new revenue in 2017
- Launched a discussion series for over 50 clients during the biannual IMF/World Bank meetings
- Taught a political risk skills course at Johns Hopkins University and conducted 10 lectures on risk assessment in Africa for State Department and other US government officials
- Helped launch and run Eurasia Group's junior staff training and mentorship program
- Received three promotions from Associate to Director between February 2014 and August 2016

**PricewaterhouseCoopers (PwC)**  
**Forensic Services, Experienced Associate**

**McLean, VA**  
**Jul 2011 – Apr 2012**

- Managed daily briefings for a multi-million dollar forensic audit project involving more than 50 team members across the US, Europe and Asia over five months
- Developed risk and market assessment products for a new emerging markets consulting service

**The Albright Stonebridge Group**  
**Africa Practice Analyst**

**Washington, DC**  
**Feb – Aug 2010**

- Analyzed mining and retail opportunities; presented opportunity and risk findings to clients
- Conducted market entry studies for the Angolan energy and East African pharmaceutical sectors

**EDUCATION**

**Johns Hopkins University - School of Advanced International Studies (SAIS)**  
**MA, International Economics and African Studies**

**Washington, DC**  
**May 2011**

- Selected courses: Corporate Finance, Impact Investing, Comparative National Systems
- Led research trips to Ethiopia, Ghana, Malawi and Tanzania focused on infrastructure finance

**American University, School of International Service**  
**BA, International Relations: International Development and African Studies**

**Washington, DC**  
**May 2009**

- Graduated *magna cum laude* with University Honors in International Studies
- Semesters abroad: Dakar, Senegal (development economics); Paris, France (language immersion)

**ADDITIONAL INFORMATION**

**Languages:** French (proficient)

**Activities:** Detroit Poll Worker; League of Women Voters Detroit Chapter Member; Hubbard Richard Neighborhood Association; Recreational Softball

# George A. Etheridge

## Economic Policy Development Manager Activate Detroit

28 W. Adams Suite 1300 | Detroit MI 48226 | C: 313.590.5044 | [getheridge@Activatedetroit.com](mailto:getheridge@Activatedetroit.com)

### Community Relations | Government Relations | Economic Development Policy

A seasoned government/community relations liaison with experience in housing, and land use planning and policy analysis looking to utilize my acquired skills obtained from having worked in municipal government as a consultant, city planner, community liaison, legislative/policy analyst and at the federal level as an analyst and legislative assistant.

## PROFESSIONAL EXPERIENCE

### Activate Detroit

#### Economic Development and Policy Manger

(2021-Present)

- Since 2021, have successfully navigated multiple clients through City of Detroit processes resulting in the development of multiple mixed-use affordable housing development, and/or office/commercial and retail facilities.

### Detroit City Council / City Planning Commission Detroit, MI

#### City Planner – III / Policy Analyst

(2009 - 2021)

- Successfully coordinated eleven city-wide Community Development Block Grant / Neighborhood Opportunity Fund proposal writing workshops (2009-2020) geared to 501(c)3 non-profit organizations providing services to low-to-moderate income individuals in the City of Detroit.
- Successfully spearheaded the rewrite of the City of Detroit's 2016 Community Benefits Ordinance.
- Authored the 2017 land use and zoning regulations establishing "solar arrays" as a land use in the City of Detroit to aid local energy providers in meeting their state-mandated renewable energy goals.
- Successfully managed the workflow of forty-three (43) rezonings processes resulting in millions of dollars of investment and economic development in the City of Detroit via residential, commercial, and industrial developments.
- Secured HUD Community Development Block Grant funding to institute a legislative microloan small business incubator program.
- Created an interactive GIS map identifying all registered block clubs, community groups, and non-profit organizations.
- Served on the Michigan Department of Transportation M-39 Steering Committee, which oversaw the resurfacing of 16 miles of road, which passes through four municipalities, as well made determinations on the feasibility of 15 pedestrian bridges.

### Office of Detroit City Council Member Barbara-Rose Collins

#### Legislative Director

(2005-2009)

- Successfully established a computerized office filing system utilizing scans and PDF files, later adopted by the Detroit City Clerk.
- Communicated weekly with various directors and division staff to facilitate the delivery of vital

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documents necessary for the City Council's Planning and Economic Development Standing Committee meetings.

- Served as a community liaison on behalf of the Councilwoman to over 150 community organizations/associations.
- Conducted annual meetings on behalf of the Councilwoman with community organizations seeking Neighborhood Opportunity Funds (NOF) and Community Development Block Grant funds (CDBG).
- Designed the template for the weekly standing committee chair reports distributed to all council members, city divisions, and the Mayor's office.
- Produced weekly reports detailing the council's recommendations and actions taken in the Planning and Economic Development Standing Committee as well as the Internal Operations Standing Committee.
- Facilitated community meetings regarding pending developments; seeking community input resulting in local job creation, apprenticeship programs, etc.

## **EDUCATION**

Wayne State University – **Bachelor of Arts, Political Science**, Detroit, MI (2005)

### **Civic Board Engagement (past and current)**

Michigan Department of Transportation M-39 (Southfield Freeway) Steering Committee

Present MotorCities National Heritage Area Board of Directors, Member

MotorCities National Heritage Area Board of Directors, Vice-Chair

Detroit Brownfield Redevelopment Authority Citizen Advisory Committee, Member

Castle Rouge Civic Association, Past President

Democratic Party 13<sup>th</sup> Congressional District Policies and Resolutions, Chair

Old Redford CDC, Secretary