

YOLANDA N. BROWN

Durham, NC • yolanda_brown@uncbusiness.net • 919.627.7742

Strategic Planning/ Relationship Management

Dynamic, resourceful business strategist with 8 years of demonstrated success in creating and managing impactful programs that strengthen organizational success, and a strong record of community leadership. A quick learner, experienced presenter, and thorough analyst with strengths in interpersonal and written communications. Core competencies include:

- Plan/Program Development
- Business Capacity Analysis
- Team Building
- Client Relations
- Organizational Leadership
- High-Impact Presentations

PROFESSIONAL EXPERIENCE

Business Consultant, YB Consulting, Durham, NC

2005-Present

Sole proprietor business consultancy providing business plan development, organizational structuring and general business advisory to small firms.

- Counsel clients on preparing business proposals, goals, and infrastructure for firm growth.
- Negotiated partnership to provide services for clients of local business incubator resulting in stronger positioning for client financing.
- Publish articles with business building guidelines for small to medium sized firms for various venues on the internet.
- Manage business development activities to attract new clients and referrals.
- Developed business plan for a \$1 million+ construction company to diversify their business from solely residential to include more commercial and government projects.
- Created business plan and presentation for a start-up to successfully enter Wal-Mart as a new vendor.

Business Consultant, NC Institute of Minority Economic Development, Durham, NC

2006-2008

Provided business, marketing, and financial plan solutions to firms in start-up and expansion phases for the NC Minority Business Enterprise Center.

- Analyzed business and financial plans, and performed financial underwriting to evaluate firms for viable financial deals resulting in more than \$500,000 in approved start-up financing.
- Conducted seminars monthly on business planning, understanding financial statements, pursuing financing, and other business topics. Received very positive feedback on all trainings facilitated within general public.
- Performed needs assessments to identify client service needs and solutions for over 80 clients which provided direction in their business development.
- Wrote two research papers analyzing business partnership types and the success of woman-owned firms.
- Represented organization in trade shows, trade organizations, and other obligations.
- Developed expertise in Small Business Administration, state and local MWBE programs.

Product Development Intern, FedEx Global Marketing, Collierville, TN

Summer 2004

Developed internal enrichment product for the team leads of a best of breed new product development process.

- Evaluated current methods and captured voice of product stakeholders to ensure relevance.
- Presented product to senior management for direct implementation. Results supported corporate goal of 21% reduction in product time-to-market.
- Co-managed executive training program at the University of Memphis for FedEx managers.

Continued...

YOLANDA N. BROWN

Durham, NC • yolanda_brown@uncbusiness.net • 919.627.7742

Marketing Analyst, S&R Furniture, Scottdale, GA

2002 – 2003

Developed strategic business and marketing plans for and assisted operational start-up of a family business venture.

- Directed marketing efforts that defined store image and advertising approaches which increased market exposure and customer base by over 18%.
- Created and maintained databases for store inventory and sales orders.

EARLY EXPERIENCE

CONSULTANT, COMSYS IT SERVICES, Atlanta, GA – 2000 - 2002

- SUPPLY CHAIN PREPAID ANALYST, T-MOBILE, 2001-2002
- CABLE /FRAMEWORK ENGINEER, LUCENT TECHNOLOGIES, 2000-2001

EDUCATION & TRAINING

Master of Business Administration (MBA), Marketing and Sustainable Enterprise, 2005 – Kenan-Flagler Business School, The University of North Carolina-Chapel Hill, NC

Bachelor of Science (BS), Industrial Engineering, 1999 – University of Missouri-Columbia, MO

PROFESSIONAL DEVELOPMENT

Leadership North Carolina, 2009

Economic Development Finance Professional Certification, National Development Council, 2006

Implementing a System for High Quality Service: Building Adaptive Minority Businesses Certificate, Tuck School of Business at Dartmouth College and Minority Business Development Agency, 2006

COMMUNITY INVOLVEMENT

Immediate Past President, Triangle Urban League – Young Professionals. **Member**, UNC Kenan-Flagler Business School Alumni Council. **Member**, Women's Business Enterprise National Council Southeast Certification Committee. **Alumni Interviewer** - Consortium for Graduate Study in Management. **2005 Integrity Core Value Award**, UNC's Kenan-Flagler Business School. **2003 National Leadership Award**, National Society of Black Engineers-Alumni Extension.