

# TAWANA BAIN



## Professional Summary

As CEO of TBAIN & CO. Tawana manages business development, market research initiatives, and strategic direction of the firm. Tawana is a leading marketing strategist and CEO of NAC, a marketing project management firm that orchestrates large projects with many moving parts for fortune 500 and community organizations. She is visionary with a niche in leveraging her project management and convening skills to bridge the divide between cultures. Bain is Founder and Curator of the Derby Diversity & Business Summit (DDBS), an organization designed to drive innovative strategies to attract diverse consumers while promoting the intersection of best-in-class diverse business leaders within the Executive Workforce and Global Supply Chain. In June of 2020 Bain along with other black leaders launched the institution GEDDI (Global Economic Diversity Development Initiative) an institution designed to bring sustainable and creative solutions for CEO's, and Community Stakeholders to work collectively on the systemic issues perpetuating the disadvantages for the black community.

Bain has a diverse business portfolio and approaches each company within as a unique project that requires its own project team and marketing strategy to exist within the marketplace. Additional businesses within her portfolio Black Jockey's Lounge, a *Southern Coastal Booze Room with Live Music*, situated in the heart of downtown Louisville, known for serving as an intersection for various cultures to network, enjoy good food and shake a tail feather. Not only is she a force to be reckoned with on the entertainment scene, but she's the founder of one of Louisville's hottest curated boutiques' - AFM Threads, located in the Oxmoor Center known for its trendy, chic and unique head to toe wear drawing upon her niche in creating spaces for intersection, AFM is known as one of the most diverse boutiques bringing cultures together through fashion.

In addition to the mission Bain recently acquired the magazine Today's Woman. A publication with a long, respectful history in Louisville Kentucky. Today's Woman focuses on supporting women of all races, colors, nationalities, social economic statuses, and sexual orientations bridging the gap, and celebrating authentic sisterhood. Bain has been featured in Savoy, WE CEO, Tops Louisville, Voice Tribune, Diversity Professional and many other publications for her work and success as an African American, multi-preneur.

Tawana's leadership skills have led her enterprise to receive National Recognition and Minority Supplier of the Year for Supplier Excellence by NMSDC, Regional Supplier of the Year by TSMSCD and the Diversity Excellence Award by One Southern Indiana Chamber of Commerce.

Tawana has 15 years of experience in Business Process Outsourcing (BPO), marketing strategy and Corporate Social Responsibility (CSR). She is a graduate of Brockport University and holds a BA degree in French Communications with a minor concentration in Computer Science. She attended L'institute De Touraine in Tours, France, and accomplished proficiency in oral and written French Communications. She is the proud mother of two handsome and talented Men -Ty and Jeff and a furry companion Busta Rhymes

## **EXPERIENCE**

**01/2020 – CURRENT**

**CEO, TBAIN & CO., LOUISVILLE KENTUCKY**

- As CEO of NAC, Tawana Bain manages day to day operations, logistics, & business development.
- Provides strategic leadership, administration and management for a team of 50+ across 5 business enterprises, NAC, Derby Diversity & Business Summit, AFM Threads, Equity Vested and Todays Woman.
- Tawana works collaboratively across a c-suite leaders to execute a highly strategic vision that makes major social, equitable and environmental positive gains.
- Leads and facilitates new business deals and other programs and initiatives to enhance and sustain the organization's financial goals and mission-driven opportunities.
- Skillfully navigated the organization through the pitfalls of COVID 19 and CIVIL Unrest.
- Continues to earn the company exceptional ratings and testimonials from clients on defined strategies and business plans for all companies within the portfolio.

**04/2006 – 2019**

**CEO, NAC, LOUISVILLE KENTUCKY**

- As CEO of NAC, Tawana Bain manages day to day operations, logistics, & business development.
- Provided strategic leadership, administration and management for a team of 20+
- Worked collaboratively with the Board of Directors to execute a highly strategic vision.
- Inspired, influenced and demonstrated intellectual depth and skill to communicate needs and achievements of NAC to a wide range of constituents.
- Led and facilitated new business deals and other programs and initiatives to enhance and sustain the organization's financial goals and mission-driven opportunities.
- Skillfully navigated the organization through its startup stages and establish NAC as a sustainable entity.
- Earned the company exceptional ratings and testimonials from clients on [partnerwithnac.com](http://partnerwithnac.com).
- Defined strategies and business plans for companies such as Wells Fargo, Bank of America, Humana, MSD and other notable corporations.

**01/2004 – 2006**

**DIRECTOR OF SALES & MARKETING, PAYROLL NETWORK, LOUISVILLE KENTUCKY**

- Development and launch of Payroll Network, a full-service payroll processing center.
- Responsible for the implementation of frontand back-office systems, standardization of processes, and creating strategic alliances with data processing vendors and tax regulatory compliance agencies.

- Reviewed operational records and reports to project sales and determine profitability.
- Attended sales training camp and brought best practices leadership back to the company.
- Approved all sales staff budget expenditures.
- Trained all incoming sales team members.
- Developed a comprehensive training program for new sales associates.
- Exceeded regional annual sales target by 30%.
- Increased revenues by 100% within the first year as Sales Manager.
- Hired 6 sales representatives over a 2 year-long period.
- Contacted customers by phone and email in response to inquiries.
- Built relationships with customers and the community to establish long-term business growth.
- Created and launched new online marketing strategies
- Developed quarterly and annual sales department budgets.
- Maintained knowledge of current sales and promotions, policies regarding payment, exchanges, and security practices.
- Supported the sales team in writing proposals and closing contracts.

**01/2002 – 2004**

**DIRECTOR OF MARKETING, KRAUS LEFEVRE, ROCHESTER, NEW YORK**

- Managed sales pipeline for most notable creative design agency in Upstate New York. Responsibilities included working with C suite to determine marketing strategies and tactical approaches to new business development.
- Supported the sales team in writing proposals and closing contracts.
- Wrote an average of 20 press releases and media advisories each year for event announcements and public relations efforts.
- Proofed and approved production and printing drafts of promotional materials.
- Targeted both offline and online consumers by designing a multi-pronged and comprehensive marketing strategy.
- Created effective messaging using language, graphics and marketing collateral.
- Directed a successful search engine marketing campaign that utilized solid linking, technical and keyword research tactics.
- Compared agency and vendor marketing expenses against established budgets.
- Collaborated with designers and the editorial team on marketing materials.
- Coordinated with internal business divisions, agency partners and local vendors to guarantee on time, cost-effective delivery of all marketing communications materials.

## **EDUCATION**

**2001**

**BA, FRENCH, COMPUTER SCIENCE**

**STATE UNIVERSITY of NEW YORK COLLEGE at BROCKPORT**

- Marketing and Advertising coursework
- Mass Communications and Communication Studies coursework

## **SKILLS**

- Competitive & Strategic Planning
- Project Management
- Entrepreneurial
- Team Player
- Revenue Generation Strategies
- Natural Leader
- Retention & Reactivation Strategies
- Business Development
- Corporate Social Responsibility
- Persuasive
- Print Advertising
- Copywriting
- Internet Marketing
- Collaboration
- Policy Implementation
- Media Buying
- Promotions
- Team Player
- Adobe Photoshoot
- Constant Contact
- Internal Marketing
- Campaign Development
- Public Speaking
- Social & New Media Negotiations
- Adobe Photoshop
- Public Relations
- Blogging
- Print Advertising
- Annual Reports
- Budget Preparation

## **COMMUNITY INVOLVEMENT**

- Louisville Sustainability Council – Board Member 2010 – 2013
- Derby Diversity & Business Summit 2017 - present
- Fillies, Inc. 2012 - 2019
- Ohio River Valley Women’s Business Council 2005 -2016
- Greater Louisville Inc – Board Member 2020 - present
- Women of Color and White Women Against Racism – 2020 to present
- Speed Board of Governors – Board member 2020 to present

- **Louisville Tourism Black Advisory Board – 2020 to present**
- **Kentucky Derby Museum Board - 2021- present**
- **Louisville Sports Commission New Board member 2020**
- **Global Economic Diversity Development Initiative – Chairwoman of the board 2020**