

## Marisa Midkiff Neal

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### EDUCATION

Master of Business Administration	University of Louisville	3.8 GPA
Master of Public Administration	University of Louisville	3.9 GPA, with distinction
• Concentration in Urban and Regional Planning and Design		
Bachelor of Arts, Psychology	Stetson University	

### EMPLOYMENT HISTORY

- 2012 - Present      **President**      MMN Consulting, LLC
- Assist business owners with strategic planning
  - Coach businesses interested in marketing their products and services to all levels of government
  - Help companies understanding and complying with contract and grant regulations and rules during the proposal process and after award
  - Support government contract bid and proposal preparation activities
  - Develop custom internal policy and procedures
  - Assist with completing applications for certifications and the associated site visits
  - Assist organizations with identifying subcontractors and managing vendor relationships
  - Assist prime contracts with the development, implementation, and monitoring of small business subcontracting plans
  - Design and executes social media campaigns and websites
  - Perform complaint investigations for Commonwealth of Kentucky professional licensure boards
  - Oversee daily operations
- 2011 - 2012      **KPAP Program Manager**      Cabinet for Economic Development  
Commonwealth of Kentucky
- Promoted to program manager of the Kentucky Procurement Assistance Program (KPAP), the statewide Procurement Technical Assistance Center (PTAC)
  - Continued the duties described under business development coordinator
  - Developed project budgets
  - Composed Department of Defense grant proposals; monitored grant goals and expenditures
  - Created business and marketing plans to address needs of public sector projects
  - Composed technical guidelines, training material, processes and procedures
  - Developed project reports; designed layout, researched content and composed text
  - Performed qualitative data collection, interpretation, and process improvement
  - Maintained confidential records; composed and maintained agency and departmental reports
- 2007 – 2011      **Business Development Coordinator**      Cabinet for Economic Development  
Commonwealth of Kentucky
- PTAC Counselor
  - Consulted with businesses to assist them in contracting with government agencies
  - Responded to requests from elected officials, public sector employees, and private sector businesses
  - Researched and synthesized case law, statutes, regulations and ordinances
  - Trained individuals and groups
  - Organized and conducted meetings, workshops, and formal presentations

2006 – 2007      **Grants Coordinator**      Louisville Metro Police Department

- Identified grant funding opportunities
- Successfully composed and submitted federal and state grant proposals
- Monitored \$9.5 million from federal, state and private foundation grants
- Maintained confidential records; composed and maintained agency and departmental reports

2004 – 2006      **Evaluation Program Manager/Consultant**      Metro United Way

- Developed the *Making Connections* Louisville's evaluation plan for the Annie E. Casey Foundation funded project in the Smoketown, Shelby Park and California neighborhood in Louisville that sought to improve outcomes for disadvantaged children by strengthening their families, improving their neighborhoods, and raising the quality of local services.
- Assisted in development of *Making Connections* Louisville's indicators, baselines, and targets
- Collaborated on various strategic planning projects
- Composed technical guidelines, training material, processes and procedures
- Developed project reports; designed layout, researched content and composed text
- Performed quantitative data collection and statistical analysis

2001 – 2004      **Administrative Branch Manager**      Finance and Administration Cabinet  
Commonwealth of Kentucky

- Promoted to newly created Policy Branch Manager position in the Policy and Internal Audit Division
- Coordinated promulgation of Kentucky Administrative Regulations, Finance and Administration Policies (FAP) and other policies for procurement, accounting and capital construction activities of state agencies and organizations awarded state contracts and grants
- Collaborated on the refinement of processes for Commonwealth accounting and procurement software
- Facilitated cross-functional teams and groups during process improvement and process development
- Managed ongoing committees and ad hoc task forces
- Researched and synthesized case law, statutes, and regulations
- Supervised and evaluated state employees
- Served as a state agency's liaison to legislators
- Responded to requests from the public, elected officials, Cabinets and employees
- Composed technical guidelines, training material, processes and procedures
- Developed project reports; designed layout, researched content and composed text
- Performed qualitative data collection, interpretation, and process improvement
- Trained individuals and groups

2000 – 2001      **Internal Policy Analyst III**      Finance and Administration Cabinet  
Commonwealth of Kentucky

- Coordinated promulgation of Kentucky Administrative Regulations, Finance and Administration Policies (FAP) and other policies for procurement, accounting and capital construction activities of state agencies and organizations awarded state contracts and grants
- Collaborated on the refinement of processes for Commonwealth accounting and procurement software
- Facilitated cross-functional teams and groups during process improvement and process development
- Managed ongoing committees and ad hoc task forces
- Researched and synthesized case law, statutes, and regulations

1999 – 2000      **Public Affairs Manager**      Kentucky Commission on Human Rights

- Served as the legislative liaison for the state commission
- Performed qualitative and quantitative data collection and analysis for reports and process improvements
- Composed policy positions, narratives, press releases, newsletters, web pages and other publications
- Served as the agency's media contact

1996 – 1998      **Consultant, Community Development**      Greater Louisville, Inc.

- Collaborated with public officials, businesses and individuals on public policy issues including community development, ozone awareness, discrimination, land use planning, public transportation, merger/governance, government spending, government program performance, workforce development, school readiness, and personal financial literacy
- Experienced in coordinating community development efforts with public/private partnerships
- Composed policy statements and position papers dealing with environmental issues, transportation, community development, land use, governance/merger, and other public policy issues
- Managed ongoing committees and ad hoc task forces
- Responded to requests from the public, elected officials, public sector employees, and private sector businesses
- Researched and synthesized case law, statutes, regulations, and ordinances
- Performed qualitative data collection, interpretation, and process improvement

### **PROFESSIONAL ORGANIZATIONS**

- Rotary Club of Louisville
- Leadership Louisville
- Women Impacting Public Policy (WIPP)
- Network of Entrepreneurial Women (NEW)
- Women's Business Enterprise Council Ohio River Valley (WBEC ORV)
- National Association of Women Business Owners (NAWBO) Kentucky
- Kentucky Public Procurement Association (KPPA)
- Greater Louisville Inc. (GLI)
- St. Matthews Chamber of Commerce
- Louisville Independent Business Alliance (LIBA)

### **VOLUNTEER ACTIVITIES**

2021 - Present	LIBA Advocacy Committee Member
2019 - Present	WBEC ORV Committee Member
2014 - Present	NEW Board of Directors
2016 - Present	Rotary Club of Louisville
2017 - 2018	New Member Orientation Committee Chair
2016 - 2017	New Member Orientation Committee Vice Chair
2004 - Present	Junior League of Louisville
2018 - 2021	Sustainer Advisory Board Member
2008 - 2009	Program Evaluation Committee Chair
2007 - 2008	Board of Directors, Secretary
2006 - 2007	Public Affairs Committee Chair
2014	Entrepreneurship Bootcamp for Veterans Instructor at Florida State University
2013 - 2015	NAWBO Kentucky Board of Directors
2008 - 2016	Small Business Summit Planning Committee
2004 - 2006	Golden Retriever Rescue and Adoption of Needy Dogs (GRRAND) Board Member

### **AWARDS**

- 2014 Small Business Administration Kentucky Women Small Business Advocate of the Year
- 2020 Women's Business Enterprise Council Ohio River Valley Kentucky Advocate of the Year