

County Council of Howard County, Maryland

2019 Legislative Session

Legislative day # 5

RESOLUTION NO. 40 - 2019

Introduced by: Chairperson at the request of the County Executive

A RESOLUTION confirming the appointment of Neil Madan to the Equal Business Opportunity Commission.

Introduced and read first time on April 1, 2019.

By order Jessica Feldmark
Jessica Feldmark, Administrator to the County Council

Read for a second time and a public hearing held on April 22, 2019.

By order Jessica Feldmark
Jessica Feldmark, Administrator to the County Council

This Resolution was read the third time and was Adopted , Adopted with amendments ____, Failed ____, Withdrawn ____ by the County Council on May 6, 2019.

Certified by Jessica Feldmark
Jessica Feldmark, Administrator to the County Council

NOTE: [[text in brackets]] indicates deletions from existing language; TEXT IN SMALL CAPITALS indicates additions to existing language. Strike-out indicates material deleted by amendment; Underlining indicates material added by amendment.

NEIL R. MADAN

OBJECTIVE

To serve on the Howard County Equal Business Opportunity Commission, which utilizes my diverse background and my collaborative efforts with committee members, prospect businesses and the governing body. To incorporate the importance of bringing a representative group of stakeholders to the table to develop goals and long-range strategic planning while offering an opportunity to increase opportunities for growth in the county.

PROFESSIONAL SUMMARY

Accomplished, self-directed professional with a proven record of success leading sales strategy, prospecting, forecasting, client engagement, business visibility, team management and development within marketing and business development. Excel at addressing high-demand client needs with a proactive engagement style. Results-oriented marketing innovator with the distinct ability to blend a record of industry success with a talent for identifying solutions in direct alignment with the goals and needs of diverse clientele. Dynamic transaction strategist recognized for cultivating long-term client relationships and consistently exceeding performance goals.

PROFESSIONAL EXPERIENCE

Berkshire Hathaway HomeServices PenFed Realty (The Madan Group, LLC)
Columbia, MD

July 2017 – Present

REALTOR® / Team Leader, Licensed in Maryland, Washington, DC and Virginia

Provide marketing and real estate purchasing guidance and assistance for sellers and buyers. Intermediate negotiation processes. Consult clients on market conditions, pricing strategy, mortgages, legal requirements and related matters. Prepare necessary paperwork for clients – e.g., contracts, leases, addendums. Develop networks and cooperate with attorneys, mortgage lenders and contractors. Remain knowledgeable about real estate laws, markets and best practices.

Key accomplishments include:

- **Business Development:** Fostered partnership with Brookfield Global Relocation Services, a leading provider of global corporate and government relocation services. Negotiating joint sales partnership to land multiple condominium buildings and liquidation sale contracts for JP Morgan Asset Management in Northern Virginia and the District of Columbia.
- **Management:** Manage two sales agents. Provide training and mentoring on lead generation, marketing, sales and support.
- **Awards:** Awarded the 2017 Berkshire Hathaway HomeServices Honor Society Award for highest gross commission income within the first year of sales with brokerage (Only four of ~1,500 agents from each regional office received this award).

Fairfax Realty, Inc. (The Escobar Realty Group, LLC)
Silver Spring, MD

June 2007 – June 2017

Director, Marketing and Business Development;
REALTOR®, Licensed in Maryland, Washington, DC and Virginia
Report to Owner—Broker

Advised clients about real estate purchase and selling options and expedited the home buying process. Prepared and proofread real estate documents, from leases to closing contracts. Obtained listings of properties for sale, marketed the property, offered advice on current market conditions, negotiated the sale, arranged and oversaw inspections and liaised with legal representatives.

Key accomplishments include:

- **Business Development:** Successfully won company bids for large cap foreclosure sales agreements (*Real Estate Owned properties*) with Fannie Mae, Freddie Mac, Bank of America, SunTrust, AssetLink, ServiceLink, Owen REO, JP Morgan (Chase) and Williams Merchant Group. Sold over 500 residential properties resulting in multi-million dollar sales revenue for the company. Successfully brokered multi-family residential dwellings and commercial leasing opportunities as well.
- **Marketing:** Created and implemented marketing strategies, branding, corporate identity, marketing materials, brochures, cross-platform media advertisements, website and social media content. Established business alliance networks with local associations and local commerce groups to expand company outreach opportunities.
- **Awards:** *Top-Producing Team for Achieving Outstanding Sales Volume 2007-2017. Top Selling Agent within a Team 2010, 2011, 2014 & 2016.*

NEIL R. MADAN

Global Advertising 1st, Inc. / Interep Global Marketing (formally a division of Interep Radio Networks/New York)
Lanham, MD

Jun 2004 – Jun 2007

Director, Marketing and Business Development (Oct 2005-2007)

Manager, Business Development (Jun 2004-Oct 2005)

Report to President/CEO

Launched and helped establish boutique ad agency, providing clients with targeted marketing campaigns catered to reach and deliver their message to target audiences. Developed and implemented sales and marketing promotions for several Fortune 1000 companies, government agencies, and (partnered with) national advertising agencies through multi-media reach outlets—radio, television, print, the Internet, and social media—by creating solution-oriented ads and media planning efforts on behalf of advertisers and agencies. Provided creative direction and guidance for the advertising, marketing, branding, and partnership campaigns. Managed five staff members including sales managers, marketing coordinators and administrative staff.

Key accomplishments include:

- **Business Development:** *Established new opportunities for growth and expansion across corporate and private sectors. Created marketing strategies, branding, and established corporate identity (logo development and guide, usage and trademark). Developed marketing materials, media kits, client needs analysis, and project management (end-to-end).*
- **Marketing:** *Marketing research, data-compellation, sales sheets, Intranet company management, target market/client lists, account tracking system, invoices, and assisting with legal/contractual review. Launched and oversaw corporate website and search engine optimization.*

Clients included: Department of Housing and Urban Development (HUD), Selective Service System (SSS), Gillette, Dodge, Jeep, and Green Dot (prepaid VISA/MasterCard).

- **Contributed to obtaining the following local, regional and national certifications:** *U.S. General Services Administration's (GSA) Advertising and Integrated Marketing Solutions (AIMS), Schedule 541, 8(a) certification from the U.S. Small Business Administration (SBA) as a qualified minority-owned business for government media placement. Supported the efforts to receive minority business certifications from the Maryland Department of Transportation (MDOT) Disadvantaged Business Enterprise (DBE) program, the Minority Business Enterprise (MBE) program, the Local Disadvantaged Business Enterprise (LDBE) program with the Metropolitan Washington Airports Authority, and the Minority Supplier Development Council (MSDC) of Maryland and the District of Columbia.*

XM Satellite Radio, Inc. (now Sirius XM Radio)

Washington, DC

Aug 2000 – Jun 2004

Marketing Solutions Manager (Sep 2003 – Jun 2004)

Business Development Manager (Aug 2000 – Sep 2003)

Report to Senior Vice President, Sales & Marketing

Developed and implemented sales and marketing promotions for Fortune 500 companies and advertising agencies through new media—satellite radio—by creating marketing solution-oriented proposals utilizing sales research, target audience, advertising goals and media planning efforts of both advertisers and agencies. Resulted in triple-digit revenue growth and increased subscriber acquisitions for the industry leader in satellite radio entertainment.

Key accomplishments include:

- **Planned and implemented advertising, marketing and new business development** for XM Satellite Radio sales offices in New York, Chicago, Dallas, and Los Angeles. *Met primary objective to exceed yearly sales revenue goals by working with top-level executives to create new sales and marketing platforms for satellite radio through marketing partnerships and multi-year ad revenue deals.*

Clients included: Wal-Mart, Best Buy, Circuit City, Epson, Sears, McDonald's, Burger King, Anheuser-Busch, JCPenny's, K-Mart, General Motors, Honda, Nissan, Avis, Jet Blue, Southwest Airlines, Allstate, Geico Direct, State Farm, Bose, Guitar Center, AT&T, VISA, MasterCard, American Express, Travelocity, United States Navy, Merrill Lynch, Vanguard Group, Fox Broadcasting Company, Comedy Central, Discovery Channel, HBO, TBS, Lifetime, Red Lobster, M&M/Mars, General Mills, Pfizer and Proctor & Gamble.

Agencies included: McCann-Erickson, BBDO Worldwide, DDB Worldwide, Grey Advertising, TBWA/Chiat/Day, CARAT Media, Himmel Group, Richards Group, Rubin Postaer & Associates, & Mullen.

- **Created customized sales proposals, provided key marketing materials** for sales, retail marketing, finance and corporate use. *Managed client relationships and content partnerships. Developed company intranet, media sales kits, sales tool*

NEIL R. MADAN

materials (e.g., sales slicks, XM advertising inventory and premium items. Contributed to the initial policies and procedures manual/channel guide for sales implementation with Price Waterhouse Coopers, LLP. Created the first channel-by-channel guidebook for XM e-business.

- **Organized, managed and executed ad sales and marketing specific events, trade shows and conventions** including: 4As - American Association of Advertising Agencies, Association of National Advertisers (ANA), Radio Advertising Bureau (RAB) and XM/Arbitron Media Agency Event (New York City). Assisted in planning and execution of XM Launch Celebration (Washington, DC) featuring Grammy-award winning artist Aretha Franklin, and XM One-Million Subscriber event (Washington, DC) featuring guest artists Quincy Jones, Cassandra Wilson, Marty Stuart, Lewis Black, Musiq Soulchild and Shelby Lynne.
- **Co-managed up to nine national independent sales contractors/offices** for XM in the following locations: Boston, Miami, Atlanta, Dayton, Detroit, Philadelphia, Denver, Los Angeles and Washington, D.C. Managed Media division during an executive transitional period.

EDUCATION & CREDENTIALS

BACHELOR OF SCIENCE IN MASS COMMUNICATIONS, MINOR IN BUSINESS ADMINISTRATION

Frostburg State University, Frostburg, MD (member of The University System of Maryland)

PROFESSIONAL AFFILIATIONS

- National Association of Realtors, Maryland Association of Realtors, Greater Capital Area Association of Realtors, Greater Washington Commercial Association of Realtors

TECHNICAL SKILLS

- MAC OS, MS Windows, MS Office 365, Adobe Creative Suite: PhotoShop, Illustrator, Adobe Acrobat Pro; Intranet Development/HTML, FTP, SEO and Google AdWords; experienced in planning, layout and oversight for website development.

COMMUNITY LEADERSHIP

Member , Celebration Church of Columbia (Columbia, MD)	2008 – Present
Millionaire In You (MIY) Conference Co-chair/presenter for Entrepreneurs and Small Businesses in Howard County, Sponsored by Celebration Church of Columbia (Columbia, MD)	2009
Member/Community Renovation Team , Emerson Homeowners Association (North Laurel, MD)	2017 – Present
Vice President , Bridgeport Condominium Homeowners Association (Laurel, MD)	2005 – 2009
Member , Alpha Phi Alpha Fraternity, Incorporated [Previously held positions; Chapter President, Vice-President, 1 st VP – Mid-Atlantic Association of Alpha Chapters (MAAC), and Assistant District Director]	1997 – Present

April 22, 2019

Howard County Equal Business Opportunity Commission
6751 Columbia Gateway Drive, Suite 501
Columbia, MD 21046

RE: Public Hearing: Equal Business Opportunity Commission – Testimony for Neil Madan

Good Evening! I am here today to express my interest to serve on the Howard County Equal Business Opportunity Commission. As a resident and business owner in Howard County, I have first-hand knowledge of the need and importance of equal business opportunities. Also, I have extensive experience in business development, marketing and strategic sales that could be leveraged to assist the Equal Business Opportunity Commission in fostering and ensuring equity and fairness to all citizens as it relates to engaging with and conducting business in the County.

I am currently the principal owner/agent for The Madan Group, LLC (of Berkshire Hathaway HomeServices PenFed Realty) in Columbia, MD. In this capacity, not only have I had the privilege to serve clients in Howard County and throughout Maryland, Virginia and the District of Columbia, but it has also granted me intimate opportunities to work with local city and county government officials, clergy, and small businesses in our county. Previous to my career transition into real estate, I helped launch a minority-owned advertising and marketing agency (in Maryland) focused on targeting the needs of African-American, Hispanic and Latinos. Other noteworthy experiences have included consulting with and leading educational seminars for business owners on behalf of the U.S. Small Business Administration (SBA) as well as supporting the efforts to receive minority business certifications from the Maryland Department of Transportation (MDOT), the Disadvantaged Business Enterprise (DBE) program, the Minority Business Enterprise (MBE) program, the Local Disadvantaged Business Enterprise (LDBE) program with the Metropolitan Washington Airports Authority, and the Minority Supplier Development Council (MSDC) of Maryland and the District of Columbia.

It would be an honor to serve and expand my contribution to the residents and businesses of Howard County through the important works of the Equal Business Opportunity Commission. I believe my knowledge, tactfulness, abilities and experience are aptly suited for the position and I'm confident that I would be a great addition to the County's deliberations related to procuring goods and services and inclusion of equal business opportunity concerns.

I am happy to entertain any questions you may have. Thank you.



Neil R. Madan

NEIL R. MADAN

OBJECTIVE

To serve on the Howard County Equal Business Opportunity Commission, which utilizes my diverse background and my collaborative efforts with committee members, prospect businesses and the governing body. To incorporate the importance of bringing a representative group of stakeholders to the table to develop goals and long-range strategic planning while offering an opportunity to increase opportunities for growth in the county.

PROFESSIONAL SUMMARY

Accomplished, self-directed professional with a proven record of success leading sales strategy, prospecting, forecasting, client engagement, business visibility, team management and development within marketing and business development. Excel at addressing high-demand client needs with a proactive engagement style. Results-oriented marketing innovator with the distinct ability to blend a record of industry success with a talent for identifying solutions in direct alignment with the goals and needs of diverse clientele. Dynamic transaction strategist recognized for cultivating long-term client relationships and consistently exceeding performance goals.

PROFESSIONAL EXPERIENCE

Berkshire Hathaway HomeServices PenFed Realty (The Madan Group, LLC)
Columbia, MD

July 2017 – Present

REALTOR® / Team Leader, Licensed in Maryland, Washington, DC and Virginia

Provide marketing and real estate purchasing guidance and assistance for sellers and buyers. Intermediate negotiation processes. Consult clients on market conditions, pricing strategy, mortgages, legal requirements and related matters. Prepare necessary paperwork for clients – e.g., contracts, leases, addendums. Develop networks and cooperate with attorneys, mortgage lenders and contractors. Remain knowledgeable about real estate laws, markets and best practices.

Key accomplishments include:

- **Business Development:** Fostered partnership with Brookfield Global Relocation Services, a leading provider of global corporate and government relocation services. Negotiating joint sales partnership to land multiple condominium buildings and liquidation sale contracts for JP Morgan Asset Management in Northern Virginia and the District of Columbia.
- **Management:** Manage two sales agents. Provide training and mentoring on lead generation, marketing, sales and support.
- **Awards:** Awarded the 2017 Berkshire Hathaway HomeServices Honor Society Award for highest gross commission income within the first year of sales with brokerage (Only four of ~1,500 agents from each regional office received this award).

Fairfax Realty, Inc. (The Escobar Realty Group, LLC)
Silver Spring, MD

June 2007 – June 2017

Director, Marketing and Business Development;
REALTOR®, Licensed in Maryland, Washington, DC and Virginia
Report to Owner—Broker

Advised clients about real estate purchase and selling options and expedited the home buying process. Prepared and proofread real estate documents, from leases to closing contracts. Obtained listings of properties for sale, marketed the property, offered advice on current market conditions, negotiated the sale, arranged and oversaw inspections and liaised with legal representatives.

Key accomplishments include:

- **Business Development:** Successfully won company bids for large cap foreclosure sales agreements (*Real Estate Owned properties*) with Fannie Mae, Freddie Mac, Bank of America, SunTrust, AssetLink, ServiceLink, Owen REO, JP Morgan (Chase) and Williams Merchant Group. Sold over 500 residential properties resulting in multi-million dollar sales revenue for the company. Successfully brokered multi-family residential dwellings and commercial leasing opportunities as well.
- **Marketing:** Created and implemented marketing strategies, branding, corporate identity, marketing materials, brochures, cross-platform media advertisements, website and social media content. Established business alliance networks with local associations and local commerce groups to expand company outreach opportunities.
- **Awards:** *Top-Producing Team for Achieving Outstanding Sales Volume 2007-2017. Top Selling Agent within a Team 2010, 2011, 2014 & 2016.*

NEIL R. MADAN

Global Advertising 1st, Inc. / Interep Global Marketing (formally a division of Interep Radio Networks/New York)
Lanham, MD

Jun 2004 – Jun 2007

Director, Marketing and Business Development (Oct 2005-2007)

Manager, Business Development (Jun 2004-Oct 2005)

Report to President/CEO

Launched and helped establish boutique ad agency, providing clients with targeted marketing campaigns catered to reach and deliver their message to target audiences. Developed and implemented sales and marketing promotions for several Fortune 1000 companies, government agencies, and (partnered with) national advertising agencies through multi-media reach outlets—radio, television, print, the Internet, and social media—by creating solution-oriented ads and media planning efforts on behalf of advertisers and agencies. Provided creative direction and guidance for the advertising, marketing, branding, and partnership campaigns. Managed five staff members including sales managers, marketing coordinators and administrative staff.

Key accomplishments include:

- **Business Development:** Established new opportunities for growth and expansion across corporate and private sectors. Created marketing strategies, branding, and established corporate identity (logo development and guide, usage and trademark). Developed marketing materials, media kits, client needs analysis, and project management (end-to-end).
- **Marketing:** Marketing research, data-compellation, sales sheets, Intranet company management, target market/client lists, account tracking system, invoices, and assisting with legal/contractual review. Launched and oversaw corporate website and search engine optimization.

Clients included: Department of Housing and Urban Development (HUD), Selective Service System (SSS), Gillette, Dodge, Jeep, and Green Dot (prepaid VISA/MasterCard).

- **Contributed to obtaining the following local, regional and national certifications:** U.S. General Services Administration's (GSA) Advertising and Integrated Marketing Solutions (AIMS), Schedule 541, 8(a) certification from the U.S. Small Business Administration (SBA) as a qualified minority-owned business for government media placement. Supported the efforts to receive minority business certifications from the Maryland Department of Transportation (MDOT) Disadvantaged Business Enterprise (DBE) program, the Minority Business Enterprise (MBE) program, the Local Disadvantaged Business Enterprise (LDBE) program with the Metropolitan Washington Airports Authority, and the Minority Supplier Development Council (MSDC) of Maryland and the District of Columbia.

XM Satellite Radio, Inc. (now Sirius XM Radio)

Washington, DC

Aug 2000 – Jun 2004

Marketing Solutions Manager (Sep 2003 – Jun 2004)

Business Development Manager (Aug 2000 – Sep 2003)

Report to Senior Vice President, Sales & Marketing

Developed and implemented sales and marketing promotions for Fortune 500 companies and advertising agencies through new media—satellite radio—by creating marketing solution-oriented proposals utilizing sales research, target audience, advertising goals and media planning efforts of both advertisers and agencies. Resulted in triple-digit revenue growth and increased subscriber acquisitions for the industry leader in satellite radio entertainment.

Key accomplishments include:

- **Planned and implemented advertising, marketing and new business development** for XM Satellite Radio sales offices in New York, Chicago, Dallas, and Los Angeles. Met primary objective to exceed yearly sales revenue goals by working with top-level executives to create new sales and marketing platforms for satellite radio through marketing partnerships and multi-year ad revenue deals.

Clients included: Wal-Mart, Best Buy, Circuit City, Epson, Sears, McDonald's, Burger King, Anheuser-Busch, JCPenny's, K-Mart, General Motors, Honda, Nissan, Avis, Jet Blue, Southwest Airlines, Allstate, Geico Direct, State Farm, Bose, Guitar Center, AT&T, VISA, MasterCard, American Express, Travelocity, United States Navy, Merrill Lynch, Vanguard Group, Fox Broadcasting Company, Comedy Central, Discovery Channel, HBO, TBS, Lifetime, Red Lobster, M&M/Mars, General Mills, Pfizer and Proctor & Gamble.

Agencies included: McCann-Erickson, BBDO Worldwide, DDB Worldwide, Grey Advertising, TBWA/Chiat/Day, CARAT Media, Himmel Group, Richards Group, Rubin Postaer & Associates, & Mullen.

- **Created customized sales proposals, provided key marketing materials** for sales, retail marketing, finance and corporate use. Managed client relationships and content partnerships. Developed company intranet, media sales kits, sales tool

NEIL R. MADAN

materials (e.g., sales slicks, XM advertising inventory and premium items). Contributed to the initial policies and procedures manual/channel guide for sales implementation with Price Waterhouse Coopers, LLP. Created the first channel-by-channel guidebook for XM e-business.

- **Organized, managed and executed ad sales and marketing specific events, trade shows and conventions** including: 4As - American Association of Advertising Agencies, Association of National Advertisers (ANA), Radio Advertising Bureau (RAB) and XM/Arbitron Media Agency Event (New York City). Assisted in planning and execution of XM Launch Celebration (Washington, DC) featuring Grammy-award winning artist Aretha Franklin, and XM One-Million Subscriber event (Washington, DC) featuring guest artists Quincy Jones, Cassandra Wilson, Marty Stuart, Lewis Black, Musiq Soulchild and Shelby Lynne.
- **Co-managed up to nine national independent sales contractors/offices** for XM in the following locations: Boston, Miami, Atlanta, Dayton, Detroit, Philadelphia, Denver, Los Angeles and Washington, D.C. Managed Media division during an executive transitional period.

EDUCATION & CREDENTIALS

BACHELOR OF SCIENCE IN MASS COMMUNICATIONS, MINOR IN BUSINESS ADMINISTRATION

Frostburg State University, Frostburg, MD (member of The University System of Maryland)

PROFESSIONAL AFFILIATIONS

- National Association of Realtors, Maryland Association of Realtors, Greater Capital Area Association of Realtors, Greater Washington Commercial Association of Realtors

TECHNICAL SKILLS

- MAC OS, MS Windows, MS Office 365, Adobe Creative Suite: PhotoShop, Illustrator, Adobe Acrobat Pro; Intranet Development/HTML, FTP, SEO and Google AdWords; experienced in planning, layout and oversight for website development.

COMMUNITY LEADERSHIP

Member, Celebration Church of Columbia (Columbia, MD)	2008 – Present
Millionaire In You (MIY) Conference Co-chair/presenter for Entrepreneurs and Small Businesses in Howard County, Sponsored by Celebration Church of Columbia (Columbia, MD)	2009
Member/Community Renovation Team, Emerson Homeowners Association (North Laurel, MD)	2017 – Present
Vice President, Bridgeport Condominium Homeowners Association (Laurel, MD)	2005 – 2009
Member, Alpha Phi Alpha Fraternity, Incorporated [Previously held positions; Chapter President, Vice-President, 1 st VP – Mid-Atlantic Association of Alpha Chapters (MAAC), and Assistant District Director]	1997 – Present

