

REGINA M. CLAY

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CAREER PROFILE

Quality-driven professional with over 10 years of experience managing, analyzing, creating and implementing programs and initiatives. Demonstrated ability to identify and execute business development strategies and outreach activities. Visionary pioneer accustomed to overcoming numerous and seemingly impossible challenges. Recognized change driver with the aptitude to deliver improvements in labor, education, and fiscal performance while positively impacting communities. Core skills in management, innovative strategy, conflict management, organization and setting priorities. Fosters the ability to build and sustain positive relationships with key stakeholders and management to optimize service while meeting and exceeding the goals and objectives of the organization. Known for discipline, tireless work ethic, and enthusiastic embrace of new challenges to ensure sound governance. Excellent written and oral communication skills, coordinating and communicating effectively with subordinates, management and external stakeholders.

CORE COMPETENCIES

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| • Economic & Community Development | • Friendly & Professional Attitude | • Organizational Development |
| • Complex Problem Solving | • Resources Optimization | • Project & Budget Management |
| • Communication Strategy | • Community Organizing | • Customer Service |
| • Procurement Expertise | • Process Improvement | • Event Management |
| • Team building | • Time Management | |

PROFESSIONAL SKILLS

- Thorough leader with established track record of driving strategy development through execution to successfully deliver against P&L objectives.
- Adept at identifying market trends and consumer needs and translating these insights into pragmatic and profitable business opportunities.
- Proven ability to conceptualize, develop and launch innovative and compelling financial services products and programs that deliver breakthrough growth and transformational change.
- Hands-on brand development and cross-channel targeted marketing experience at Fortune 300 companies.
- Consistently rated as a top people manager in employee satisfaction surveys.
- Proactive ability to work with corporate management developing local marketing and advertising.
- Outstanding ability to contribute and work effectively as a team member.
- Possess excellent communication, leadership, and inter-personal skills.
- Proficient at identifying ways to increase sales and productivity, resolve personnel conflicts and addresses customer issues.

PROFESSIONAL EXPERIENCE

EXTERNAL AFFAIRS MANAGER | CareFirst Blue Cross Blue Shield

2021- PRESENT

- Establish and maintain effective working relationships with municipal, county and state elected officials and government department heads, councils of government, economic development organizations, civic and business leaders, opinion leaders, and various constituencies and community groups.
- Represent the Company at municipal council meetings and other official forums. Communicate and reinforce CareFirst's opinions and positions within the local community
- Provide input to leadership team and divisions to shape the Company's strategic direction. Collaborate with Sales and Health Services to develop and execute community outreach and communications plans pertaining to high-impact projects and initiatives.
- Support project completion by actively engaging in outreach and garnering support from external stakeholders and decision makers.
- Actively participate in and represent CareFirst in conversations regarding legislative economic and business issues to demonstrate the Company's commitment to the Community and gain increased awareness of constituent concerns, attitudes and needs as they relate to the Company. Actively represent CareFirst, participating in efforts and groups at meetings, events, and conferences that are relevant to our company focus and mission.
- Identify, manage and facilitate resolution of issues. Negotiate resolution to conflicts. Develop and maintain a network of support resources with internal partners to resolve elected officials' needs in an effective and timely manner.

HOWARD COUNTY DISTRICT MANAGER | 7TH CONGRESSIONAL DISTRICT

2019- 2020

- Serve as the Howard County local representative for issues involving economic & community development, social services, child support and business development & management.
- Build and maintain positive relationships with local government officials and community leaders.
- Serve as the liaison for programs and initiatives related to the Howard County Public School System, housing, immigration and race relations.
- Serve as the community outreach coordinator providing excellent constituent service through the management of casework and work with federal, state and local agencies.
- Monitor and update district directors and members on district related issues.
- Serve as the project manager for special events to include coordinating and communicating with stakeholders, planning events and authorizing correspondence.
- Assist with casework outreach, intake and processing.

CHIEF CONSULTANT | REGINA CLAY CONSULTING GROUP, LLC**2016 – PRESENT**

- Provided range of consultation and learning services to executive leaders, management, and government organizations on the development and implementation of key strategies for creating and sustaining a high performing organization.
- Facilitated mentoring and leadership consultation to Government Organizations and Non- Profits C-Suite Executive.
- Delivered administrative services to International Speakers, Faith Based Leaders, Non- Profit Executive, Directors, and Social Events.
- Worked closely with company executives to identify new business opportunities and routinely participated in the sales process.
- Facilitated workshops in recruitment, leadership training, and general education as needed.

DIRECTOR OF CONSUMER INITIATIVES | DIRECT SELLING EDUCATION FOUNDATION**2015 – 2016**

- Provided strategic counsel and tactical execution through a portfolio of multi-platform communication plans, which yield significant reach in educating internal and external stakeholders on the agency's mission, initiatives and impact.
- Drove research to identify and prioritize innovation and to optimize product concepts, positioning statements, digital experiences, advertising and other cross-channel communications.
- advertising and other cross-channel communications.

COMMUNITY LIAISON | HOWARD COUNTY GOVERNMENT**2011 – 2015**

- Coordinated community meetings to address global community concerns and represent the county executive at various community events.
- Built and grew relationships with community partners within the Howard County territory and the Howard County Executive.
- Provided supportive counseling and crisis intervention to patients and their families/significant others.
- Facilitated constituent concerns regarding, trash, traffic, roadways and any other county services.
- Established and maintained positive relationships with referral sources within the community.
- Overhauled management dynamics, leading to unprecedented success of team.

INTERIM EXECUTIVE DIRECTOR – LICENSING & MONITORING | STATE OF MARYLAND**2011 – 2011**

- Implemented systems to assure staff are properly trained on state and federal regulations.
- Managed the billing and collection processes/department and monitored the reimbursement of third-party payers.
- Oversight of all licensed residential childcare and child placement agencies and manage a budget of over \$1.5 million.
- Licensed and monitored over 200 Group Homes for children in the State of Maryland.
- Spearheaded and supervised 20 staff members of Licensed Social Workers, MSW and clerical staff

DEPUTY CHIEF OF STAFF – OFFICE OF THE SECRETARY | STATE OF MARYLAND**2008 – 2011**

- Managed budget of \$1 million and 30 staff members in the office of Maryland Commission for women, Constituent Services, External Affairs and Administrative Support Staff.
- Led talent management and succession planning efforts, with focus on increasing diversity for the Region.
- Contracted manager of a \$2 million Call Center Operations contract.
- Honored and promoted after 1 year in the previous position.
- Facilitated to Local, State and National elected officials and Governor’s Executive Staff and Cabinet Secretary staff.
- Collaborated with compensation department in redesigning the salary guidelines for field operations managers.

SPECIAL ASSISTANT – OFFICE OF THE SECRETARY | STATE OF MARYLAND**2007 – 2008**

- Enhanced employee engagement through visibility, functioning and supporting staff needs as necessary.
- Evaluated the school budget and established practices to help improve overall financial performance.
- Built positive relationships with the cabinet level secretary and staff and successfully promoted after one year in the department.
- Administered special projects as assigned by cabinet level Secretary in the areas of Child Welfare, Child Support and Family Investment.
- Facilitated strategic planning in regard to program areas of the 4th largest cabinet level department in Maryland Government.

ASSISTANT DIRECTOR – CORPORATE & COMMUNITY AFFAIRS | STATE OF MARYLAND**2007 – 2008**

- Coordinated and managed sponsorship relationships to ensure a positive experiences and feedback.
- Implemented appropriate staffing/workload levels and support for new Remote office locations.
- Represented the Department before the Maryland General Assembly, state, county, and municipal governments.
- Provided senior level advice to the Secretary, Governor’s executive staff, and other executive agencies and staff.
- Collaborated with elected officials, other government agencies, and advocacy groups to pass priority legislation.

EDUCATION

Master of Divinity

Howard University – Washington D.C

Bachelor of Arts: Communication, Minor in Marketing Management

University of Virginia – Charlottesville, Virginia

PROFESSIONAL LEADERSHIP/MEMBERSHIP

- Board of Directors Member – Columbia Association
- Board of Director Member-At- Large Girl Scouts of Central Maryland
- Legislative Chair, Parliamentarian and Financial Secretary – Jack and Jill of America, Inc. Columbia Chapter
- Class of 2010 – 2011 – Leadership Howard County

AWARDS & HONORS

1991

Honorary Chairperson, Faith Initiative of Philadelphia Target Cities, Treatment Improvement Project

2008 Secretary's Citation Department of Human Services

TECHNICAL SKILLS

- Microsoft Office Suite (Word, Excel, PowerPoint, Access)
- Salesforce
- Spreadsheet Tabulation
- Internet

