

# SHARON R. PINDER

## SUMMARY OF QUALIFICATIONS

- Award-winning, results-oriented professional with a proven track record of effective leadership in economic and business development, BIPOC and DEI strategies, organizational management, information technology, entrepreneurship, strategic and social marketing, international practices, and programs in the private, public, and non-profit sectors.
- Accomplished executive and performance-driven entrepreneur with 20+ years as CEO of public and private organizations providing fiscal, operations, procurement, business expansion, vendor relations, marketing, small business development, and government contracting strategy and implementation solutions.
- Extensive and progressive experience with public, and private partnerships, business development, marketing, and strategic alliances.
- Chief agent in transforming Maryland's small, women, and minority business programs from laggard to national best practice model.
- Extensive experience supporting small businesses in public and private contracting opportunities.
- Responsible for facilitating millions of dollars of contracts for women and minority-owned businesses.
- Chief agent in delivering global solutions to Fortune 500 companies, including GE's entrée into the Internet.
- Expert communicator—media savvy with experience in hosting radio and television programs and media relations, acclaimed public speaker, and published columnist.
- Managed multi-million dollar budgets with full P&L responsibility.

## HIGHER EDUCATION EXPERIENCE

- Board of Visitors – University of Maryland University College (UMUC).
- Board of Visitors – University of Maryland Eastern Shore (UMES).
- Former Professor of Practice in Undergraduate and Graduate School at the University of Maryland Global Campus (formerly UMUC)
- Former Adjunct Professor at the University of Baltimore.
- 2004 Alumnae of the Year – University of Maryland University College.
- University of Maryland Eastern Shore created the Sharon R. Pinder Entrepreneurial Scholarship Award.
- Appointed to Maryland Higher Education taskforce on OCR issues.

## RELEVANT EXPERIENCE

### Capital Region Minority Supplier Development Council (CRMSDC) President and CEO

April 2015 – Present

Serves as the executive of a non-profit economic development organization supporting the region's growth through diversity and inclusion programs and services that helps multi-national corporations, universities, and government organizations enhance the diversity and innovation of their supply chain. One of 23 regional affiliates of the National Minority Supplier Development Council (NMSDC) – (nationally 1,750 members and 15,000 minority businesses), responsible for assisting multi-national corporate members by connecting them to competitively viable minority business enterprises. The operator of four U.S. Department of Commerce Minority Business Development Agency centers.

- Transformed a financial deficit organization to one of the top 30 largest business advocacy organizations (#11) in the greater Washington, DC area, as recognized by the Washington Business Journal in 2019, 2020, 2021, and 2022.

- In the first two years as president, began increasing revenue assets of the organization by obtaining \$8 million in federal grants (first time in its 50-year history).
- Operated the Federal Procurement Center – the only one in the country.
- Operated the MBDA Business Center, Washington, DC – conducting the largest loan transaction for 2019 — \$360 million.
- Current operator of the Virginia MBDA Business Center – the first in the history of MBDA
- Introduced several innovative programs to enhance minority business recruiting and retention.
  - In conjunction with Southwest Airlines, the “Get on the Plane” Business Tour was created to introduce minority businesses into new markets. > In conjunction with Exelon, created an academy aimed to increase minorities in the utilities. > Created and then partnered with UMUC in our Pandemic Recovery Academy to support MBEs operating in a post-pandemic environment.

**Mayor’s Office for Minority and Women-Owned Business Development May 2012 – April 2015  
Director**

Served as a member of Mayor Stephanie Rawlings-Blake’s cabinet and was responsible for managing city-wide minority and women business activities while providing guidance and technical assistance to city agencies.

Charged with taking a non-effective agency and devising strategies to transform and shape the program’s future. Created and led the City’s first Mayor’s Advisory Council and delivered 30 solutions to the Mayor for implementing a new model for procurement for the City.

- Responsible for administering the City’s M/WBE program by recruiting and retaining the region’s M/WBEs.
- Won a \$900k grant from the U.S. Department of Commerce as the operator; responsible for oversight of the City’s first business center operation.
- Created the City’s first Mentor/Protégé program as one of the Mayor’s capacity-building initiatives.
- Worked with public/private partnerships to ensure inclusion in non-government deals. (e.g., Federal Reserve Bank construction, Harbor Point projects)
- Created and led an advisory task force to evaluate the ineffectiveness of the City’s M/WBE program to improve the City’s spend with minorities and women dramatically.
- Developed solutions to complex procurement issues with prompt payment and unbundling contracts.
- Created the inaugural supplier diversity and inclusion week in Baltimore. It showcased the City’s businesses and provided the Mayor with a platform for procurement fairs, thank-you tours, women’s summits, and youth entrepreneurship.

**The Pinder Group, LLC  
President and CEO**

**May 2007 – May 2012**

The Pinder Group is a full-service management consulting firm. We help small, women, and minority companies develop and implement their strategic visions, improve business processes, reduce complexity, leverage diversity, reduce costs and build new capabilities for long-term success. We provide supplier diversity support to corporations seeking to increase their bottom line. Services include business makeovers, strategic marketing, strategic management, procurement, and diversity and inclusion.

**The Center for Business Diversity and Inclusion  
Founder**

**May 2008 – 2011**

The Center for Business Inclusion and Diversity is a 501(c)(3) (pending) organization. Its purpose is to accelerate the power of minority and women entrepreneurs by deepening society’s perspectives and practices of diversity and business inclusion. This is accomplished through recognition, data collection, research, training, and documenting these enterprises’ economic and social contributions. Programs include the Top 100 MBE® Awards program (www. top100mbe.com), a regional program, and The New Majority Initiative — a think tank of leaders on the topic of the minority population becoming the majority and the economic impact on minority businesses.

**Governor's Office of Minority Affairs (GOMA)  
Special Secretary**

**Baltimore, Maryland  
January 2003 – May 2007**

Served on the Governor's Cabinet as Maryland's first appointed Special Secretary of Minority Affairs. As the chief steward of Maryland's women, minority, and small business programs and the state's principal advocate for these businesses, accomplishments include:

- Led the development and implementation of public policy, regulations, programs, and initiatives impacting more than 200,000 of the State's business owners. Responsible for overseeing and managing the State's minority business program with accountability for the procurement activities of 70 state agencies.
- Coordinating historic grassroots reforms transforming Maryland into the country's premier benchmark for its MBE practices and programs, including such issues as access to capital and credit and access to opportunities.
- Collaborating with legislators, business owners, advocacy groups, and fellow cabinet officials to pass more than ten separate pieces of landmark legislation providing unprecedented opportunities for small businesses and MBEs, including:
  - Directed Governor's Commission that delivered 50 reform recommendations: and implemented solutions that are still in place today.
  - Increased State agency MBE spending from 15% to 22 % and increased payments to MBEs by \$ 1 billion in three years.
  - Reengineered state-wide management information system to reflect State agencies' progress more accurately in meeting program goals. Launched a one-stop-shop web portal centralizing resources.
  - Changed the paradigm within state government from contract awards to actual payments to minority businesses.
  - Created the first statewide mentor/protégé program recruiting 15 of the top corporations in the State.
  - Created legislation that authorized the Department of Housing and Community Development to issue taxable bonds to fund loan programs for small to mid-size businesses.
  - Doubled the MBE personal net worth cap to \$1.5 million for state contracts (HB 483).
  - Established a Commission on lending equity to evaluate commercial lending practices.
  - Created the nation's first Small Business Reserve Program, requiring 22 state agencies to set aside 10% of their procurement dollars for small businesses. This is a prime contracting program for minority and women-owned businesses. (SB 904).
  - Expanded the availability of surety bonding (SB391).
  - Established a \$50 million linked deposit program that provides loans for MBEs up to two percent below market rates (HB1431).
- Developed market brand by creating the first awards program; developing and hosting radio and TV shows and a magazine and E-newsletter highlighting business owners and providing them with resources.
- Regularly wrote columns for several newspapers around the state.
- Delivered countless briefings and keynote speeches to large audiences of CEO- level officials from government and private corporations.
- Facilitated and participated in economic trade missions to West and South Africa and Barbados with Lt. Governor and 30 women and minority business owners.

**University of Maryland University College (UMUC)  
Professor of Practice**

**Adelphi, Maryland  
January 2006 – 2012**

Bestowed honor and title of "Professor of Practice" in both the School of Graduate and the School of Undergraduate Studies. As an adjunct professor in the business management curriculum taught "Women as Entrepreneurs" to undergraduates and a marketing capstone to graduate students.

**Early Morning Software, Inc. (EMS)  
President**

**Baltimore, Maryland  
2001 – 2003**

EMS is a professional services firm specializing in software engineering, research and development, Web-based solutions, and management consulting. Clients included the State of Maryland, the National Security Agency, CMMS, and the City of Baltimore. Managed all aspects of business operations, including finance, contracting business development strategies, infrastructure development and improvements, marketing, vendors and customer relationships, and human resources management.

**MYCOM Mid-Atlantic  
Principal**

**Cincinnati, Ohio  
1996 – 2000**

Launched dot-com start-up business operation. Recruited ex-GE managers and provided the e-business strategy, solution architecture, business process reengineering, data warehouse development, training, system implementation, and marketing for M/Quest, Maryland's first comprehensive economic development toolkit. Other clients included Proctor and Gamble, Quantum Resource, and Baltimore Gas and Electric.

**The General Electric Corporation  
GE Information Systems (GEIS)**

**Rockville, Maryland  
1991 – 1996**

**Internet Development Manager**

Developed and implemented GE Information Services' Internet market strategy. Led GE's entry into the Internet by developing the corporation's first Internet site. Commercialized GE's products that used the Internet as a secure channel to conduct electronic commerce. Led worldwide cross-functional effort to implement the solution in markets outside the U.S. Negotiated strategic agreements with major industry vendors for third-party Internet services. Created and implemented branding and public image for GE's Internet site and services. Recognized as global corporate spokesperson for GE on matters relating to the Internet and other technologies.

**Manager – Information Systems**

Direct report to CIO. Brought experience to a relatively inexperienced IT management team. Responsible for outsourcing offshore development projects, dramatically improving the quality of support and client relationships. Developed pilots for solutions implemented across all 12 GE companies and provided billing and other infrastructure support for GEIS— recognized as one of the world's biggest business-to-business VAN and EDI suppliers.

**Manager – Focused Industry Development / Unix Based Applications**

Managed a team that provided supply-chain management solutions to retail and petrochemical vertical markets. Teamed with the marketing industry and engineering managers to commercialize several existing e-commerce applications. Selected to resolve critical issues with one of our ten most prominent clients. Managed software engineers to successfully migrate e-commerce applications from proprietary to open system platforms. Piloted key new object-oriented application software development resources.

**EDUCATION  
&  
TRAINING**

Master of Science, Technology Management, University of Maryland, University College, 2001 Graduate Graduate - Leadership Greater Washington Program, 2019

Graduate – Greater Baltimore Committee Leadership Program, 2014

Graduate – Leadership Maryland Program, 1998

Management and Leadership Development Training, General Electric's Crotonville, 1992–1996 Market Development Program, General Electric Information Services, 1996

## AWARDS & RECOGNITION

- Top 25 Women In Diversity – Diversity Plus Magazine
- Sharon R. Pinder Scholarship Award for Entrepreneurship UMES
- 50 Women to Watch– Baltimore Sun newspaper
- Advocate of the Year Capital Region Minority Supplier Development Council
- Trailblazer in Technology – Women in Business, Center Club
- Business Hall of Fame – Baltimore/Washington Corridor Chamber of Commerce
- Women’s History Maker – DC, MD & VA)
- Raymond V. Haysbert Business Award – MD Small Business Summit and Expo
- Distinguished Women Award – Girl Scouts of Central Maryland
- Macy’s Salute to African American Entrepreneurship – featured in a national ad campaign
- Business Advocate Award, Women of Influence – VMG and Career Communications
- Bravo! Top 25 Female Executives – SmartCEO
- Maryland Top 100 Women 2007, 2005, and 2002 (Inducted into Circle of Excellence), Daily Record
- The first recipient of the Senator Carol Mosby Award, National Black Chamber of Commerce
- Congressman Parren J. Mitchell Leadership Award, MAOEP
- Small Business Advocate Award, Asian American Business Roundtable
- Top 50 Influential Minorities in Business, Minority Business & Professional Network
- Distinguished Alumna of the Year, University of Maryland, University College,
- Outstanding Leader of the Year, Leadership Maryland, Inc.
- Distinguished Service Award, Black Professional Women

## BOARDS AND VOLUNTEER ORGANIZATIONS

- Authority Member – Maryland’s Small Business Finance Authority
- Commissioner – Howard County’s Equal Business Opportunity Commission
- Past Chair – Leadership Maryland, Inc.
- Director – Network 2000 (Chair of Business 2000 Award Committee)
- Board of Visitors – University of Maryland University College
- Board of Visitors – University of Maryland Eastern Shore
- Director – Maryland Women’s Heritage Center, Inc.
- Director – Baltimore Washington Corridor Chamber of Commerce, Inc.
- Director – Baltimore Development Corporation, Inc.
- Director – Greater Baltimore Leadership Program

## INTERNATIONAL LEADERSHIP (Civic and Business)

- Served as the Founding Chair of the State of Maryland/Republic of Liberia Sister States Program. This program is a part of the Secretary of State’s Office. Through this historical relationship, we (40 volunteers) support commerce and infrastructure, healthcare, education, and arts and culture in a country recovering from a 14-year civil war.
- Secured a \$7 million dollar Malinda and Bill Gates grant to implement water and sanitation systems in worn-torn Liberia as the Maryland/Liberia Sister States program chair.
- Named to President Ellen Johnson Sirleaf’s Women’s Advisory Council for the Republic of Liberia, supporting initiatives identified by the President, working with businessman Robert “Bob” Johnson.
- Led Maryland’s first trade mission to Africa. The state’s comprised of 30 minority businesspersons selected for their potential to do global business. Met with dignitaries such as Bishop Tutu to discuss how Maryland could assist with minority business development in a country recovering from years of apartheid.
- Through product marketing, worked to successfully roll out the software in Europe and Asia.