



***Kimberly Marcus, Associate Director
Office of Legislative, Education & Intergovernmental
Affairs***

Mrs. Kimberly Marcus has recently been appointed to serve as Associate Director for the Office of Legislative, Education & Intergovernmental Affairs (OLEIA) at the Minority Business Development Agency (MBDA). In this capacity, she will lead all Agency efforts in the areas of communications, public affairs, external relationships, outreach, research, and policy development. She will also oversee the Agency's relationships with elected officials, as well as its advocacy and outreach strategies. Mrs. Marcus will focus primarily on stakeholder outreach, with emphasis on an export structure focus.

Fortune 500 stakeholders, both domestic and international, will be of particular concern in her outreach methodology.

Mrs. Marcus comes to MBDA with over 15 years of combined experience in both the corporate and non-profit worlds. Prior to her appointment with MBDA, Mrs. Marcus was National African American Outreach Director for the Democratic National Committee (DNC). In this high-profile role, Mrs. Marcus worked closely with the African American community to emphasize the importance of the African American vote.

Mrs. Marcus also worked for the Rainbow PUSH Coalition, serving as Executive Director of its Public Policy Institute's Government Relations office. Mrs. Marcus advocated on behalf of urban communities and minorities by interacting with members of Congress, the Executive Branch, and the Federal Communications Commission (FCC). She was responsible for the creation of public forums and the development of influential coalitions, as well as the publication of relevant policy analysis and research studies.

Mrs. Marcus considered her position as Director of Economic Development for the NAACP to be an exciting turning point in her career, as it gave her the chance to tackle issues of immediate relevance to equal opportunity for people of color. Mrs. Marcus is no stranger to the world of minority-owned business, as she owned and ran her own diversity consulting firm, KC Consulting. As the Principal Consultant for her firm, Mrs. Marcus expanded on the type of work she had done for the NAACP. She continued to advise client firms on diversity initiatives, and recommended implementation strategies.

At the outset of her career, Mrs. Marcus worked for as a Senior Sales Executive at the Strategic Research Institute (SRI), where she spearheaded the organization's successful launch of African American/Multicultural conferences and seminars. At Bank of America, she established a Living and Learning Center—a cutting-edge program designed to help employees enhance skills related to both business and personal issues.

A native of Oakland, California, Mrs. Marcus holds a Bachelor of Arts degree in Marketing from Clark Atlanta University. IMPACT and The Loop recognized Mrs. Marcus among the 40 Most Influential Young Professionals Under 40 In Washington. Mrs. Marcus is happily married, with a twin son and daughter.