

# EXECUTIVE SUMMARY

**FOR**

**MONICA M. RANDALL**

**CEO, THE RANDALL GROUP**



**THE RANDALL GROUP, LLC**

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Woman Owned | State of Maryland SBR

# SUMMARY

## The Randall Group, LLC (07/2011- Present)

**Owner Roles & Responsibilities:** I am responsible for our company's growth, stability, direction, and oversee the daily operations of the business, which includes all aspects of business management, including policymaking, budgeting, hiring, supervising, customer service and marketing. My specific tasks include setting our short-term and long-term goals, developing and implementing advertising and marketing strategies to deliver our message to the appropriate target market. I build our clientele and business contacts through consistent networking and strategic business development by participating in agency, state, and organizational outreach events as well as one-on-one with existing and potential clients. My responsibilities also include hiring, training and managing Randall Group staff, setting our company budget including comparing actual income and expenditures including reviewing sales reports and adjusting sales activities and/or expenses to better meet our budget requirements. I also manage all invoicing, preparation of financial statements, and monitoring of company's overall cash flow.

**Team Capabilities:** The Randall Group's team of experts has over 30 years experience in the small business community and are committed to providing companies with top-notch business development, consulting, and marketing services. We possess the knowledge, ability, specialized skill-set, and connections with other business owners as well as large businesses that will help promote growth and continued stability for our clients. We provide our clients with a comprehensive set of professionally developed strategies and techniques that will clearly define what they want to accomplish and how they plan to meet and even exceed their organizational goals. We work directly with a firm's executives and staff to assist them in implementing and executing their defined strategic objectives while creating a strong brand and consistent marketing message. Our marketing services include re-relationship marketing, relationship management, business marketing, and how to obtain and effectively leverage state and federal certifications to obtain contracts. We assist companies in recognizing the long-term value of customer relationships and how to extend communication beyond intrusive advertising and sales promotional messages. The Randall Group will show a business how measuring and valuing customer relationships are critical to implementing effective marketing strategies. Please visit our website at [www.therandallgrp.com](http://www.therandallgrp.com) for more detail.



# EXPERIENCE



03/2020 – 02/2022 (COLLEGE PARK, MD - USA)

**TITLE: PROCUREMENT SPECIALIST**  
**MARYLAND PROCUREMENT TECHNICAL ASSISTANCE CENTER (MDPTAC)**

Advise and assist clients with the preparation and submission of bids and proposals. Advise and assist clients in the preparation and proper submission of applications, certifications, etc. required to conduct business with government entities. Advise and assist clients in the varied aspects of post award functions such as production, accounting system requirements, subcontracting, etc. Educate clients in federal, state, and local government contracting laws, policies and procedures.



01/2017 – PRESENT (NEWARK, NJ - USA)

**TITLE: INSTRUCTOR & DIGITAL MARKETING COORDINATOR**  
**NJ SBDC AT RUTGERS NEWARK (RANDALL GROUP CONTRACT)**

Duties: To provide small business training and technical assistance to SBDC clients (startups/established/mature) in the form of one on one business counseling/consulting/mentoring/coaching as various locations such as the small business client site or via Telephone/Email/Online or at the SBDC Center; Provide detailed initial and follow-on written session reports for each client that has received business one-on-one business counseling/consulting/mentoring/coaching; Facilitate 3 Winning Public/Private Contracts Workshops and 4 Winning Public/Private Contracts webinars; To develop training material for the subject area as needed then provide business training and post training technical assistance related to the curriculum learning objectives and need assessments determined during the training session. The 7hr Workshops will be held at the SBDC Center in NJ or virtually. Counseling will be held at Small Business Client Site; Telephone/Email/Online (Skype/Facetime/Hangout, etc) or at the SBDC Center located in NJ needed/arranged by the small business client.



06/2014 – 06/2022 (Silver Spring, MD - USA)

**TITLE: CONTRACTS ADMINISTRATOR**  
**AUROTECH, LLC (RANDALL GROUP CONTRACT)**

The Randall Group provided the following services:

- Contracts Review (various: including formal, short form, and annual contracts)—drafting, evaluation, negotiation and execution including
- Non Disclosure Agreements, Sales / Purchasing Agreements, Sub-contracts, Consulting Agreements, Licensing Agreements, Master Agreements, review of customer proposed terms and conditions
- Distribution Agreements (resellers, agents, joint marketing etc.)
- Commercial and Public (Federal, State and Local Municipalities) Contracting Serve as the point of contact for customers on contractual matters. Act as contractual “middleman” between company employees and customers, ensuring timely review and approval / reconciliation of variations.
- Maintain contractual records and documentation such as receipt and control of all contract correspondence, customer contact information sheets, contractual changes, status reports and other documents for all projects.
- As needed, provide guidance on contract matters to project managers or other operational staff, including training to new project managers and other employees in contracting practices and procedures.
- Develop and implement procedures for contract management and administration in compliance with company policy. As appropriate, contribute to or influence company policies.
- Monitor compliance by company employees with established procedures. Identify areas of recurrent pressure.
- Work with Risk Management Department/Finance to coordinate contractual insurance requirements.
- Monitor competitive terms. Monitor customer satisfaction with our terms and conditions and contracting practices. Recommend changes.
- Ensure that signed contracts are communicated to all relevant parties to provide contract visibility and awareness, interpretation to support implementation.
- Handle on-going issue and change management
- Monitor transaction compliance (milestones, deliverables, invoicing etc.)
- Oversee Service Level Agreement Compliance and ensure contract close-out, extension or renewal.

# EXPERIENCE



02/2013 – 03/2013 (UPPER MARLBORO, MD - USA)

**TITLE: CONTRACT AUDITOR**  
**RPS GLOBAL SERVICES (RANDALL GROUP CONTRACT)**

Performed a verification & validation in support of and in coordination with the Office of Management and Budget (OMB) Memorandum Improving Federal Procurement Quality Guidance for Annual Verification and Validation, dated May 31, 2011. Reviewed contract files to validate coding in FPDS to ensure data accuracy. The data elements selected to be review totaled 25, the sample number of contracts totaled 378 from various agencies throughout Health and Human Services. A final report was presented to agency leadership and a Standard Operating Procedure (SOP) manual was developed as additional support in understanding coding utilized.



01/2013 – 12/2016 (ARNOLD, MD - USA)

**TITLE: PART-TIME ADJUNCT FACULTY**  
**ANNE ARUNDEL COMMUNITY COLLEGE (AACC)**

Duties: Adjunct Professor for Marketing and eMarketing courses, which focused on principles governing the distribution of goods and services at various levels, including electronic marketing and its role in organizations. Course #1, Principles to Management course, which assisted students in identifying the role of management at all levels within an organization and describe the management process whereby the students could recognize the interdependency of planning, organizing, leading, and controlling within this process.

Course #2 – Introduction to Marketing course stressed the management viewpoint and emphasized decision-making regarding product, price, promotion and place. Course #3 - eMarketing course provided business and entrepreneurial studies students with nontraditional marketing knowledge that will enhance their ability to communicate and function well in today's organizations. Course #3 - Advertising and Sales Promotion course, which focused on studying promotional activities relating to industry, including the writing of advertising copy, layout and design of newspaper and print advertising, the production of radio and television commercials, media selection and the measurement of advertising effectiveness. And Course #4 - Introduction to Entrepreneurship course, which outlined entrepreneurship that provided the students with the skills to start their own venture, work with others to identify business opportunities, join entrepreneurial ventures or work for an established organization.



12/2012 – PRESENT (BALTIMORE, MD - USA)

**TITLE: WORKSHOP INSTRUCTOR**  
**MD SMALL BUSINESS DEVELOPMENT CENTER (SBDC)(Randall Group Agreement)**

Duties: Conduct federal certification workshops on a monthly basis throughout SBTDC's Maryland Central Region territory. Workshops include 8(a), Veteran-Owned & Service Disabled Veteran Owned, Hubzone, Woman-Owned Small Business, Surety Bonds, Introduction to Entrepreneurship & Writing a Business Plan as well as marketing workshops on how to leverage a company's federal certification for the purpose obtaining federal government contracts.

# EXPERIENCE



06/2012 - 12/2012 (BALTIMORE, MD - USA)

**TITLE: MARKETING/TRAINING COORDINATOR**  
**MD SMALL BUSINESS DEVELOPMENT CENTER (SBDC)**

Duties: Former Training Coordinator for the Small Business Development Center (SBDC) and was responsible for coordinating and marketing assigned projects of a service outreach program in training and professional development for the small business community and works directly with business and industry leaders to design training and professional development programs to meet specific company needs in those assigned areas. Training is focused on small business owners and managers. This position also included the creation of SBDC's Central Regions' online presence via social media venues such as LinkedIn, Twitter and Facebook. I monitored and managed their online presence on a daily basis and was responsible for interacting with the small business community via the social media environment.

I also conducted federal certification workshops on a monthly basis throughout SBDC's Maryland Central Region territory. Workshops included 8(a), Veteran-Owned & Service Disabled Veteran Owned, HUBZONE one, Woman-Owned Small Business programs as well as marketing workshops on how to leverage a company's federal certification for the purpose of obtaining federal government contracts.



08/1997 - 03/2001 (BALTIMORE, MD - USA)

**TITLE: BUSINESS OPPORTUNITY SPECIALIST**  
**U.S. SMALL BUSINESS ADMINISTRATION(SBA)**

Duties: Served as a Business Opportunity Specialist in the 8(a) Contracting Program which provides assistance to socially and economically disadvantaged business owners and assists them in acquiring government contracts. I was responsible for carrying out the directives of the program through the evaluation, analysis, interpretation and implementation of our regulations, which included our FAR, Code of Federal Regulations (CFR), and Standard Operating Procedures (SOP). On a daily basis, I managed a portfolio of over 100 8(a) firms and my position required that I understand all SBA policies in reference to our contracting program and ensure that all firms abide by our laws, rules and regulations for continued eligibility. I worked very closely with Contracting Officer's, Contracting Specialists, Procurement Center Representatives (PCR), Office of Small and Disadvantaged Business Utilization (OSDBU), and various other individuals involved with the contracting process on a regular basis and provide expert analytical guidance on SBA as well as federal agency FAR and contracting policies, procedures, and regulations. Through my years with the SBA, I gained extensive knowledge and experience on how to effectively research laws and policies, interpret them accurately, and implement them appropriately.

As part of my responsibilities, I guided small business owners in a positive direction to achieve self-sustaining independence in today's competitive economy. I assessed the company's management capabilities as well as their financial and operating capacity, which allowed me to identify their strengths and weaknesses to determine if they have reasonable assurance of success and the ability to compete and effectively perform on federal government contracts. Provided firms with the necessary information on the procurement process and provided them with the point of contacts at federal agencies such as the Procurement Center Representatives (PCR's), Office of Small and Disadvantaged Business Utilization (OSDBU), and other small business specialists who assist small business owners in identifying contracting opportunities. I facilitated and attend meetings with various federal agencies in order to market my 8(a) firms and their capabilities for the purpose of identifying contract procurements. I conducted regular field visits with 8(a) firms as well as small business owners seeking to gain 8(a) certification status to discuss their day-to-day business operations in order to better identify potential problems and provide expert advice on effective problem solving methods. These findings are discussed, official recommendations are given both orally and in writing, and a plan of action is developed to strengthen the business.

I was also responsible for training all 8(a) firms within my portfolio as well as their marketing staff on effective federal government marketing techniques and strategies. The training also extended to and included marketing all SBA programs and services to the public, state and local agencies, federal agencies as well as private sector organizations throughout the State of Maryland. At the request of these agencies and organizations, I created and conducted training and policy implementation seminars in the areas of obtaining SBA guaranteed loan financing, applying to the 8(a), Hubzone, & Service Disabled Veteran programs, our Woman Owned Small Business Program (WOSB/EDWOSB), our Mentor Protégé and Joint Venture Program, and various other aspects of how to start and operate a successful small business.

# EXPERIENCE



11/01/2007 - 05/01/2008 (WHEATON, MD - USA)

**TITLE: OFFICE MANAGER**  
**MACY'S**

Duties: Directed the Store Management Office and Human Resources administration functions. Handled all customer correspondence and resolved customer complaints. Coordinated the distribution of all incoming communications including phone, fax, mail, network printer, Intranet, and email. Completed and distributed the weekly Store News as well as various other divisional produced employee communications which was disseminated both orally and writing to departmental managers and sales associates. Facilitated all invoice payments, vouchers, and other financial operational functions on behalf of the store. Acted as first point of contact to all customers who visited the Store Managers office for assistance and provided excellent customer service. I also acted as liaison between store manager and Macy's employees with the responsibility to resolve all issues and concerns with little to no involvement by the store manager. Tracked customer service shopping scores, departmental performance, and daily overall store sales on a daily basis. Information was evaluated, analyzed, and reported to store manager both orally and in writing with final dissemination to departmental sales managers. After store manager's evaluation, I was responsible for implementing her recommendations and ensuring that all departmental managers and their sales associates abided by them immediately. Also facilitated and managed all walk-in applicant traffic and appointment flow as well as conducted interviews for hiring new sales associates. Maintained all paperwork and systems input functions with a final report submitted to store manager for review and comment.



08/01/2005 - 04/01/2007 (LIVINGSTON, NJ - USA)

**TITLE: REGIONAL MARKETING SPECIALIST**  
**CIT, SMALL BUSINESS LENDING**

Duties: Primary operational marketing contact for new and existing Eastern Regional Account Mangers (RAMs). Assisted the Regional Sales Managers (RSMs) and RAMs with developing a strategic marketing plan to include recommendations on specific trade show opportunities, small business loan direct training and support, collateral material coordination/editing/management of approval process through the Director of Marketing. Provided one-on-one training with existing RAMs as well as those newly hired. Was responsible for Small Business Loan (SBL) Direct, which is a direct marketing database administration program.

Acted as the liaison between the RAMs and the Marketing Department by providing dual support and assistance to both entities. Edited marketing collateral material and sought the approval of the SBL Marketing Director to obtain the essential software training to provide timely and quality edits to standardized company marketing collateral as well as managed the process. I developed a collegial and refined communication and support process with the Western Regional marketing specialist and other marketing colleagues. Provided backup support to the National Marketing Trade Show Coordinator by assisting the SBL Marketing Director and other marketing colleagues with process innovations and ongoing backup support as mutually agreed. Acted as the liaison between the RSMs, RAMs, and the Marketing Department on public relation requests by managing the communication. Also provided marketing intelligence regarding the small business loan industry, marketing opportunities, and the competition. I functioned as the liaison on various special events and associated give-away requests and managed updates to the CIT corporate intranet.



# EXPERIENCE



03/01/2001 - 08/01/2005 (BALTIMORE, MD - USA)

**TITLE: PROCESSING LOAN OFFICER**  
**U.S. SMALL BUSINESS ADMINISTRATION(SBA)**

Duties: Responsible for analyzing loan applications, related financial documents, and analysis of the applicant's credit in order to determine small business loan eligibility. These responsibilities were carried out through my expert evaluation, analysis, interpretation, and implementation of SBA's Standard Operating Procedures (SOP), Code of Federal Regulations (CFR), and FAR policies governing the loan guaranteed program. I evaluated new loan applications to ensure proper completion and submission of required financial information to facilitate financial credit analysis, which included reviewing and analyzing financial accounting data, legal documents, contracts, proposals, and other financial documents. Advised lending institutions of expenditures, current and future debt obligations, completed debt coverage calculations, ratio tests and justifications, analyzed monthly operating statements, and annual audits of loan recipients. Responsible or closely monitoring loan portfolios to ensure compliance with covenants and requirements of loan closing documents in servicing the loan. Prepared loan documents, reports and correspondence as well as developed and monitored financial/economic market information databases concerning financial assistance programs, if necessary. These documents were reviewed by the Supervisor, Loan Officer, Deputy District Director(DDD), and District Counsel for final approval. I coordinated and regularly communicated both orally and in writing with bank financial advisors, board counsels, underwriters, insurers, rating agencies, and trustee banks on their loan application submission as well as financial strategies concerning current and future SBA financial assistance programs.

Provided input into the policy and procedure development process for loan programs and prepared reports and correspondence outlining such to by supervisor and District Counsel. Examined governmental accounting policies and strategies regarding financial statements and other accounting documents which included credit analysis and statistical analysis as well as modern business operations. Reviewed and analyzed financial information and documents to effectively communicate, organize, and present facts and opinions on behalf of the small business applicants to my supervisor, banking officials, closing attorneys, and other business associates involved in the loan approval process. Also served as a resource and expert consultant to small business owners who were looking to start a small business or expand an existing one. Developed and facilitated group and one-on-one training on SBA's loan programs for lending institutions loan personnel, potential applicants, and various interested parties which included step by step guidance on application process and rules and regulations procedures required by SBA. When necessary, this training also covered proper loan packaging which included creating a business plan, generating company projections and financial statements, and general analysis of the funding needs of a business as well as the application submittal process.

On a regular basis, I developed special reports, analyzed and created spreadsheets and assisted in the development of district level loan policies and procedures by conducting research and serving on internal departmental committees in order to continue to effectively promote applicant and bank relations. I successfully passed the Basic Commercial Credit Analysis Course and the Advanced Commercial Credit Analysis courses.



09/01/1989 - 08/01/1997 (BALTIMORE, MD - USA)

**TITLE: LEGAL ASSISTANT/SERVICING ASSISTANT**  
**U.S. SMALL BUSINESS ADMINISTRATION(SBA)**

Duties: Worked as a legal assistant reviewing loan authorizations, drafting letters to lenders and communicating orally and in writing with borrowers, their counsel, title company representatives, and other lenders regarding loan document requirements. Also conducted initial review for ordering checks as well as field visits to business sites. My position also required that I maintain a database of new loans and loan disbursements, and reconcile information on the database with quarterly reports and loan files. All FOIA request received by our office were given to me for review and response on behalf of our District Counsel.

# EDUCATION



**University of Maryland Global Campus (Formerly UMUC)** (09/01/2006 - 12/30/2010)  
Baltimore, MD - US  
Dual Degree Received: MBA & MS (Marketing)  
Major: Marketing

**University of Maryland Global Campus (Formerly UMUC)** (08/15/2003 - 08/30/2006)  
Baltimore, MD - US  
Dual Degree Received: MBA & MS (Marketing)  
Major: MBA

**University of Baltimore** (01/01/1996 - 12/18/1998)  
Baltimore, MD - US  
Degree Received: Master of Arts Major: Legal & Ethical Studies

**Coppin State University** (01/01/1990 - 05/15/1995)  
Baltimore, MD - US  
Degree Received: Bachelor of Science Major: Management Science

**High School - Edmondson Westside** (09/01/1985 - 06/15/1989)  
Baltimore, MD - US  
Degree Received: High School Diploma Major: Business Administration

## **SBA Provided Training from 09/89 thru 2005:**

Legal Education Institute:

- Introduction to Freedom of Information Act
- Freedom of Information Act for Access Professionals & Attorneys
- Basic Paralegal Skills

University of Baltimore Law School:

- Senior Loan, Security and Financing Agreements

SBA Regional Training Center:

- Computer Literacy for Administrative, Secretarial & Clerical Personnel
- Freedom of Information Act Training Seminar
- Contracting Officers Technical Representative Training
- Basic Commercial Credit Analysis Course (passed)
- Advanced Commercial Credit Analysis Course (passed)
- Effective Writing
- Understanding Financial Statements

West Information Center:

- WESTLAW Paralegal Certificate Program Parts 1, 2 & 3

# AWARDS



- Best Practice Award (07/01/2011): Received award for 3 Agency 8(a) Program Best Practices. Recognized agency wide & best practices were implemented throughout the 8(a) program.
- Outstanding Achievement (10/01/2002): For Outstanding Achievement in the area of work performance
- Award - Outstanding Achievement (10/01/1995): For Outstanding Achievement in the area of work performance
- Certificate of Special Achievement (10/01/1994): A Certificate of Special Achievement for outstanding work performance
- Meritorious Service Award (10/01/1993): A Meritorious Service Award for outstanding performance & overall excellent achievement
- Support Employee of the Year (10/01/1993)
- Outstanding Achievement (10/01/1991): For Outstanding Achievement in the area of work performance Award - Support Employee of the Year (10/01/1991)

**Former CASA Volunteer** - (Court Appointed Special Advocates) of Baltimore is a volunteer-driven non-profit organization committed to serving abused and neglected children by representing their voices in the Baltimore County court system and advocating for their best interests in the judicial, educational, medical, and social service communities.

*References Available Upon Request*

