

Marcia E. Richard

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Senior Learning & Development Professional / Executive Coach

Trail blazer and change agent making developing and sustaining a high-quality, high-performing workforce a top priority.

Accomplished federal-career professional offering exceptional skills and experience in the following areas:

- **LEADERSHIP ASSESSMENTS/DEVELOPMENT:** Dually certified executive coach and 17+ years' experience developing agile leaders with capabilities to innovate and accelerate implementation of critical business initiatives impacting thousands of people and hundreds-of-million dollars.
 - **LEARNING & DEVELOPMENT:** More than 25 years of experience identifying workforce training needs, developing competency training models and curricula, evaluating course effectiveness, and teaching both hard and soft skills, from entry-level to executive.
 - **STRATEGIC COMMUNICATION & PROJECT MANAGEMENT:** Extensive background working closely with senior military and civilian officials and political appointees to assess organizational needs, plan and develop programs, and push through legislative and operational changes that strength stakeholder engagement, relationships, and services.
 - **HUMAN CAPITAL INITIATIVES:** Actively engage in workforce planning, recruiting, and performance management. Mentor and assist professionals with navigating their education and career paths and help ensure agencies recruit, develop, train, and maintain best and brightest workforce.
 - **PUBLIC SPEAKING:** Presenter and panelist at hundreds of conferences, workshops, roundtables, and executive coaching forums, leading meaningful discussions regarding current/future successes and challenges facing federal acquisition community.
 - **WRITTEN COMMUNICATION & THOUGHT LEADERSHIP:** Authored and published 12 articles that added to body of knowledge and generated thoughtful/sometimes controversial discussions throughout federal acquisition community.
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Professional Experience

DEFENSE ACQUISITION UNIVERSITY (DAU), 1992 to Present

A corporate university of the U.S. Department of Defense (DOD) offering acquisition, technology, and logistics training to the ~150,000 members of the defense acquisition workforce (military and federal civilian staff and federal contractors).

EXECUTIVE COACH & PROFESSOR, Contract Management and Acquisition Leadership Development

- **Provide executive coaching to senior leaders (military and defense civilian counterparts)** through 9-12- month program, following six-step coaching model developed by the Cambridge Group Worldwide. Partner with executives in helping them design, evaluated, and implement their "Extraordinary Future" vision. Conduct numerous executive interviews to gather unfiltered information and provide clients with feedback from the perspective of superiors, peers, and subordinates. Spark interest in and enthusiasm for program through presentations at conferences, facilitating breakout sessions, and publishing articles.
 - **Collaborate with team of senior-level professionals who provide leadership development expertise;** content, project, and program management; and skills training, assessing occupational needs and ensuring relevant training solutions. Teach wide range of courses, entry-level through executive; consistently rated among top 10% of professors for knowledge and teaching effectiveness. As Capital Northeast Course Manager, participate in course development and conduct class observations and recommendations for instructor certification.
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SELECT CAREER HIGHLIGHTS

- **Completed Defense Leadership and Management Program, an intensive, six-year program** designed to develop future DOD civilian leaders, as well as strengthen communications between senior military and civilian leaders. Completed multiple one-year rotations in various DOD departments.

SELECT CAREER HIGHLIGHTS, *continued*

- **Served as member of DAU strategic planning team that established operational structure and personnel relocation plan** for satellite campuses—California, MD; Huntsville, AL; Kettering, OH; and San Diego, CA—creating constant presence near commands with largest acquisition workforce, fostering closer relationships with customers, and enabling DAU to build spend and agility into its products and services.
- **Launched first DOD Small Business course**, leading team of senior officials through seven-month process of defining needs and developing content to elevate awareness of/for role of small business within acquisition and procurement.
 - Within 2 years, course received highest ratings by students for customer satisfaction and set wheels in motion for establishing Small Business Career Field Certification, one of 14 accredited with DAU.
- **Facilitated consensus/collaboration for developing competency model for Small Business Career Field Certification** program, acting as liaison between Director, Office of Small Business Programs, and DOD small business directors.
 - Continually advocate for incorporating small business topics across contracting career field while ensuring learning assets are available to support small business interests.
- **Performed essential role in improving DOD/small business relations by initiating/facilitating change in federal regulation** that accelerated payments to small business prime contractors.
 - Collaborated with Defense Finance and Accounting Services to revise invoicing and payment processes/system modifications, which evolved into landmark “Quick Pay” program implemented across all federal agencies and included in American Jobs Act proposal.
- **Planned, developed and managed Defense Procurement Acquisition Exchange Program**, an automated process for identifying, recruiting, and selecting junior-level employees interested in policy to engaged in on-the-job training.
 - Created vehicle to remediate disconnect between acquisition personnel in the field and their understanding of procurement policy, infuse new ideas, and open avenue to senior-level policy positions.
- **Collaborated with regional course managers in updating/rewriting “Leaders as Coach” course**, enhancing flow of material and adding content that empowers students to apply skills in developing leaders within their teams (students course 6.99 on 7-point scale).
- **Served as procurement SME on 6-person acquisition team that performed 7-week “Deep Dive”** into a federal agency’s costly and inefficient acquisition process that culminated in executive briefing with 40 actionable recommendations for improvement.
- **Developed relationships and coordinated strategic alignment across twenty-one small business offices throughout DOD**, ensuring consistency, timely responses to required reporting to OMB, SBA and the White House, and landmark attainment of DOD’s annual small business financial goals.
- **Initiated and developed strategic partnership with four historically black colleges and universities (HBCUs)**, which enabled students to achieve college credits for completion of specific DAU courses.
- **Designed joint-agency strategic planning workshop** aimed at improving SBA Small and Disadvantaged Business certification process by identifying issues and developing strategies for modifying/streamlining process.

Education & Coaching Certifications

M.A., National Security and Strategic Studies, **NAVAL WAR COLLEGE**, Newport, RI, 2003

M.S., Foundation of Education, **TROY UNIVERSITY**, Troy, AL, 1995

M.A., Procurement/Contract Management, **GOLDEN GATE UNIVERSITY**, San Francisco, CA, 1988

B.S., Business Administration/Marketing Management, **OLD DOMINION UNIVERSITY**, Norfolk, VA, 1980

LEADERSHIP COACHING CERTIFICATION, Georgetown University, Sep 2015

EXECUTIVE COACHING CERTIFICATION, Defense Acquisition University, Feb 2015

~ *Reference Professional Addendum for additional Certifications/Professional Training, Presentations, and Publications* ~