

CARLA Y. CROSS
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SUMMARY

Managed real estate development projects, coordinated supplier and workforce diversity, managed technical assistance programs for minority business enterprises, and participated in the research, analysis and preparation of studies about Milwaukee Downtown Housing, industrial districts, neighborhood commercial district, and comprehensive neighborhood plans.

EDUCATION

B.B.A.- Accounting, University of Wisconsin-Milwaukee, December 1981

Certified Economic Development Finance Professional, National Development Council, July 1994

Associate in Commercial Real Estate Certificate, Marquette University, April 2005

PROFESSIONAL EXPERIENCE

CROSS MANAGEMENT SERVICES, INC., Milwaukee, WI

July 1996 to Present

President and CEO. Establish the vision and strategic direction for this consulting firm that provides supplier and workforce diversity, business and program management services. Under my leadership, CMSI

- ◆ Coordinate the supplier and workforce diversity participation on several major Wisconsin construction projects with a combined value of over \$2 billion that resulted in over \$250 million in contracts to minority and women business enterprises.
- ◆ Arranged events in Green Bay, Oshkosh, Madison and Milwaukee to inform diversity suppliers and workers of contract opportunities on upcoming construction projects.
- ◆ Managed the Southeast Wisconsin Professional Baseball Park District Technical Assistance Program, Milwaukee Metropolitan Sewerage District Minority Business Development Training Program and Metropolitan Milwaukee Association of Commerce Business Networking Resource Program.
- ◆ Technical Reviewer for the City of Milwaukee Charter School Review Committee.
- ◆ Perform community outreach for the Washington and Gordon Parks Revitalization Plans and the Havenwoods Master Plan.
- ◆ Conducted surveys for the Greater Milwaukee Committee of over 80 employers to gauge the economic health of businesses located in Milwaukee's Central City.
- ◆ Prepared the 501(c)(3) application for The Business Council.
- ◆ Helped prepare the Helen Bader Foundation grant application for The Business Council that resulted in a grant of \$160,000 over three years.
- ◆ Member of the teams that created the Urban Economic Development Association, a non-profit economic development organization, and North Avenue Community Development Corporation, a non-profit development corporation.

CROSS DEVELOPMENT GROUP, INC., Milwaukee, WI

July 1999 to December 2017

President and CEO. Manage the day-to-day operations of a real estate development corporation.

- ◆ Identify projects, prepare feasibility analysis, and negotiate and execute all project transactions.
- ◆ Managed the development a 4-unit condominium building and 10 single family homes.
- ◆ Managed the construction of two new homes with a combined value of \$575,000.
- ◆ Renovated foreclosed homes.

THE BUSINESS COUNCIL, INC., Milwaukee, WI

January 2011 to May 2014

Executive Director. Under contract with Cross Management Services, Inc., managed, on a part-time basis, the operations of this ethnically diverse chamber of commerce with the following accomplishments:

- ◆ Increased membership by 50%
- ◆ Implemented the Lou McGlothian Memorial Scholarship (LMMS) Fund and distributed the first scholarship in 2011.
- ◆ Managed the Strategic Partnership Luncheon for three years and raised over \$35,000 for the organization
- ◆ Launched the TBC/MMAC Business Connection Program
- ◆ Served as Chair of the Ethnically Diverse Business Coalition, solidified a working relationship among the ethnic chambers and business associations and recognition of the Coalition as the go to group for issues impacting ethnic businesses
- ◆ Obtained General Liability and Directors & Officers insurance for the organization
- ◆ Implemented TBC members participation in the Annual Negro League Baseball Game and raised funds for the LMMS Fund
- ◆ Assisted a TBC member receive a grant to participate in a trade mission to South Africa
- ◆ Managed the finances of the organization, prepared financial statements, filed the annual report, and coordinated preparation of the Form 990
- ◆ Recommended TBC members for the Greater Milwaukee Committee Scale-Up Scalerator Program and three TBC members (Able Access Transportation, Diamond Discs International, and Glorious Malone's Fine Sausage) were selected

DEPARTMENT OF CITY DEVELOPMENT, Milwaukee, WI

May 1993 to August 1996

Economic Development Specialist. Member of a team that approved projects that receive city financial assistance. Participate in the recruitment of companies to the City of Milwaukee. Prepared the North Avenue Commerce Center Tax Incremental Finance ("TIF") District economic feasibility study. Member of negotiating team for the Campus Circle, North Avenue Commerce Center and Calumet Woods TIF loans. Prepared the urban renewal plan for the Library Hill Apartment project. Negotiated TIF loan terms and approved disbursements of loan proceeds. Analyzed financial information and recommended loans to the MEDC loan committee. Developed and implemented the Human Resource Requirements, which established the DBE participation and resident workforce requirements on real estate development projects that received city financial assistance. Assisted developers maximize supplier and workforce diversity participation on projects with TIF loans. Member of the team that developed the City Homes subdivision of 42 single-family homes. Designed administrative procedures and provided technical assistance to the \$2.3 million Jobs Fund Program, which was administered by the Private Industry Council of Milwaukee County.

NEXT DOOR FOUNDATION, INC., Milwaukee, WI

January 1991 to December 1992

Chief Financial Officer. Managed the financial, management information system, human resources and facilities departments of a non-profit agency with a \$3 million annual budget. Coordinated the renovation of a commercial building and 22-person rooming house. Negotiated construction contracts. Prepared financial projections and negotiated bank financing. Investigated available funding sources and raised over \$1.5 million for capital projects. Managed a mixed-use development. Managed cash flow. Approved department budgets. Presented financial reports to the Board of Directors and developed software and training manuals.

THOMPSON, CURTIS, & ASSOC., Washington, DC

January 1990 to September 1990

Tax Consultant. Prepared individual, C and S corporate and partnership federal and state income tax returns. Performed tax planning and research.

BEST PROGRAMS, INC., Reston, VA

December 1987 to June 1990

Product Manager. Managed the development, marketing, and sales of four new tax software programs with revenues of \$1 million. Monitored, analyzed and presented budget reports to senior management. Prepared budgets and sales/marketing plans. Designed incentive plans for the sales staff. Approved direct mail campaigns and product brochures. Developed new product proposals. Designed the programs user interface. Trained the technical support and sales staffs on the product features. Wrote the product development and marketing interface procedures for the Product Management Guide. Interviewed, hired and evaluated staff and consultants.

AARDVARK/MCGRAW-HILL, Milwaukee, WI

June 1986 - December 1987

Senior Product Analyst. Coordinated the development of the tax planning software product line. Supervised a team of programmers/analysts, documentation writers and tax professionals. Researched and developed proposals for new products. Prepared marketing plans. Designed magazine advertising and direct mail literature. Interviewed, hired and evaluated product development staff.

ARTHUR ANDERSEN & CO., Milwaukee, WI

July 1983 - June 1986

Tax Staff Accountant. Supervised the preparation of financial, insurance and manufacturing corporate Federal and state tax returns. Prepared partnership and S corporation tax returns. Analyzed transactions and performed research to develop tax strategy. Prepared protest against proposed IRS audit adjustments.

UW-MILWAUKEE, SCHOOL OF BUSINESS, Milwaukee, WI

September 1982 to May 1983

Teaching Assistant. Lead Introductory Accounting discussion sessions. Prepared exam questions and problems. Corrected homework assignments. Determined student's final grades.

BOARD OF DIRECTORS

Employ Milwaukee
Metropolitan Milwaukee Association of Commerce
Milwaukee Economic Development Corporation
Neighborhood Improvement Development Corporation
Outreach Community Health Centers, Inc.
Wisconsin Partnership for Housing Development

AWARDS

Black Excellence, 2016 Community Leadership
Business Journal, 2016 Women of Influence
Greater Milwaukee Committee, 2009 Inner City Business Award
WCREW, 2009 Community and Economic Development Leadership Award
Milwaukee Home & Fine Living Magazine, 2008 Gold Design Award for Best Model Home under \$500,000
Black Women's Network, Inc., 2003 Leadership Award
Top Ladies of Distinction, Inc., "Women on the Move" 2003 Honoree
Small Business Association, 1999 Minority Business Advocate of the Year

LICENSES

Real Estate Brokers License #57035-90
Dwelling Contractor Qualifier Certification #1014157
Home Improvement License #0200518