

Jennifer Potts

414-763-4968 Business / 414-306-3586 Cellular / Jenniferpotts65@yahoo.com E-mail

OBJECTIVE & QUALIFICATIONS:

I am always seeking a leadership position that will allow me to utilize my education, skills, knowledge and abilities to serve the business and property owners of the BID 39 Commercial Corridor. I am a proven leader with direct supervisory experience. I have successfully managed multiple projects with positive results. I am task oriented, a team player and a global thinker.

EDUCATION:

Doctorate in Business Administration - Leadership Walden University	ABD (present - 4.0 GPA) Minneapolis, MN Thesis: "Strategies to Sustain Small Business More Than 5 Years"
Paralegal Certificate Milwaukee Area Technical College	May 2014 completion
Master in Business Administration Degree Cardinal Stritch University	May 2007 – October 2009 Milwaukee, WI
Bachelor of Science in Management Degree Cardinal Stritch University (Cum Laude)	December 2004 – May 2007 Milwaukee, WI
Associate of Science Degree (Business Concentration) Cardinal Stritch University	2005 – 2007 Milwaukee, WI

PROFESSIONAL EXPERIENCE:

Business Improvement District - #39 (Chairperson/Executive Director) 12/2013 – Present **City of Milwaukee Volunteer Service – Mayoral Appointment**

Responsible for oversight of activities in the commercial corridor to include the creation, evaluation, and administration of the economic development initiatives for the district via the approved annual operational plan. Advocacy services for BID 39 Board, current initiatives include small business and property owner outreach & assistance initiatives relative to stabilization efforts to include licensing, safety & security, small business sustainability seminar creation, grant administration, public relations strategies and commercial corridor upkeep. Responsible for the implementation and oversight of fiscal strategies for compliance and economic development within the commercial corridor. Successfully maintained full accountability GAAP Fiscal audit from CPA Audit firm. Ongoing collaboration with 3 elected Aldermen as well as 2 police district authorities to identify and mitigate crime in the district via working with business and property owners. Shared responsibility for the creation and management of the BID 39 Newsletter, Annual Report, website, communication with community organizations (physical representation), elected officials and city of Milwaukee government officials. Responsible for project and ongoing work of the BID to include meetings and initiatives with other City of Milwaukee BIDs, and both for-profit and non-profit organizations on behalf of the Board of Directors. Participate in City of Milwaukee BID Executive Director work meetings on a regular basis. Initiatives include: Little Free Libraries in the BID 39 District and community neighborhoods; BID 39 Open house, BID 39 regulated meetings to include annual meeting; BID 39 Grant Initiative 2015 to include hosting 1:1 grant sessions with property owners for technical assistance relating to property improvement and grant metrics; BID 39 Community Cleanups and actively engage with BID board members to effectuate the operational plan.

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Business "Salon" Co-Owner - Center Street Nail Bar

Present

Co-owner of a manicuring establishment with in the BID 39 Commercial Corridor. Responsible for daily management of establishment providing nail enhancement services, pedicures, nail education as well as outreach. Target opening date May 2016.

Prior businesses in the BID 39 District – Potts Family Rentals, Nola's Nails & RPZ Clippers

Social Development Commission of Milwaukee

W2 Transition Director

2/2011 – 4/2013

State of Wisconsin Agencies:

- **Department of Health Services**
- **Department of Children and Families**
- **Department of Workforce Development**
- **Department of Revenue**
- **Department of Health & Family Services**
- **Department of Corrections**

United States Army Reserve

1983 – 2002

United States Army (Active Duty – Full Time) – Overseas and United States

COMPETENCIES, SKILLS & INTERESTS:

Project and Operations Management, Urban Planning, Grant Writing, Financial Audit and Accountability doctrine, Paralegal, Well versed in WI Open Meetings Law, Federal research, State research, Local Governmental agency research, Human Capital Management, Community engagement, past Girl Scout Troop Leader, Supervisory and Management Skills, Prevention and Service Integration, On-Boarding, Job Development, Job Creation and leveling, Resource Development, Wisconsin Licensed Manicurist, Wisconsin Notary and Mentor.