

Ella L. Clark

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OBJECTIVE

To leverage over 30 years of leadership experience, creativity, and passion to support and inspire others to make positive changes in business behavior and acceralate results.

PROFILE

A highly skilled, creative, entrepreneurial, collaborative, leader with strong interpersonal skills and progressive broad-based experience in customer service, marketing, economic development, supplier diversity and career management services.

PROFESSIONAL ACCOMPLISHMENTS

Business Consulting and Coaching

- Co-designed, developed, and implemented outplacement resource centers, robust outplacement services and virtual toolkits. Authored and facilitated workshops, provided consulting support for job search process, resumes and cover letters. Provided one-on-one coaching on interviewing, networking and navigating career transitions. Developed partnerships and planned Job Fairs/ Outreach to help effectively and quickly move employees through career transition.
- Led development and implementation of supplier management, diversity, and sustainability strategies, programs, and outreach in support of over 300 supply chain professionals and \$4 billion in total spend. Provided leadership, direction and guidance of agency's successful effort to coach and mentor small and diverse valley businesses, procurement programs and outreach at the regional, state and national levels. Actively communicated initiatives with stakeholders though websites, supplier relationships, and communication strategies. Served as liaison and consultant representing TVA with suppliers, promoting sustainability and supplier inclusive objectives. Instituted Annual Supplier Diversity Outreach Summit to help over 150 diverse businesses grow and create jobs. Promoted best practices to increase market opportunities for diversity suppliers, resulting in an investment of \$824 million, or 24% of TVA's total spend with small, minority and woman-owned suppliers.

Economic Development

- Spearheaded design/. implementation of small/minority programs in partnership with field offices, distributors, and community stakeholders. Managed a \$1.2 million budget, restructured a \$9 million dollar minority loan fund, and established a Valley Coalition with regional banks to increase access to capital. Developed enhancements resulting in approving 24 loans, investing \$8.2 million in small businesses, leveraging over \$24.7 million and helping to create over 1,300 jobs. Managed a \$10 million business incubation network that created over 1,200 companies and 6,800 jobs. Created an Online Business Center featuring tools, information to coach and mentor businesses. Launched the Consumer Connection Program featuring retail recruitment, market research, segmentation to facilitate business expansion and retention.

Marketing, Customer Service and Training

- Managed the development/delivery of education for management and employees. Instituted training plans and managed partnerships with corporations, agencies & service providers.
- Served as spokesperson for customer interactions in Tennessee/Alabama. Developed training, led teams, and promoted TVA's products/services. Designed/executed marketing plans for residential programs in partnership with customers. Successfully marketed telecommunication services to Bell South/AT&T customers.

PROFESSIONAL EXPERIENCE

2005 - Present

The Clark Group, LLC

- President, Property Manager, Consultant, Career and Executive Coach

1987-2014

Tennessee Valley Authority

- Career Coach/Consultant, Outplacement Services, Human Resources
- Manager, Supplier and Partner Initiatives, Supply Chain
- Senior Manager, Minority Business Development, Economic Development
- Customer Service Manager, Middle Tennessee/Alabama
- Product Manager, Residential & Small Commercial, Marketing
- Diversity Specialist, Education, Training and Diversity
- Senior Program Manager, Training/Customer Service, Facilities
- Auditor, OIG and Accounting Officer, Nuclear & Treasury

EDUCATION AND TRAINING

Certified Professional Career Coach, Professional Association of Resume Writers and Career Coaches. **Sherpa Executive Coach Certification**, Sherpa Leadership Summit. **Core Essentials Personal/Business/Coaching Certification**, CoachU

Business Retention & Expansion Consultation Certification
Business Retention & Expansion Organization

Executive Leadership Certificate
Vanderbilt University, Owen Graduate School, Nashville, TN

EEO Investigator Certification
EEOC Institute

Leadership Development, Customer Service/360 Degree Feedback
Eckerd College, Center for Creative Leadership, Memphis Leadership Academy and Disney University

Professional Certifications in facilitation, team building, situational leadership, legendary service, signature service and social styles
Zenger Miller, Wilson Learning, Blanchard & other training vendors

B.S. Business Finance/Marketing, Honors Graduate
University of Tennessee, Chattanooga, TN

A.S. Management Technology, Honors Graduate
Chattanooga State Technical College