

JOAN MICHEL

CONTACT

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EDUCATION

Pennsylvania State
University, Masters
of Professional
Studies, Organization
Development and Change,
August 2021.

University of Maryland
Baltimore County
Bachelor's Degree
Major: Political Science
with an emphasis on
Middle East affairs. Piano
performance minor.

ADDITIONAL

- Department of Defense
Secret-level security
clearance

SUMMARY

Seasoned organization development and change management professional with 20+ years experience working with public and nonprofit sector science and technology agencies. Unique expertise in developing public-private partnerships. Entrepreneur.

PROFESSIONAL EXPERIENCE

Profile Partners LLC, Baltimore, Maryland

Founder and Managing Partner

2009 - Present

Founder and managing partner of Baltimore-based consulting firm that provides change management and organization development support to government and non-profit agencies. Includes managing staff of seven, guiding business growth and strategy, customer relationship management, and employee development.

Key consulting engagements:

- Guided the stand-up of a robotics/artificial intelligence capability for the U.S. Army Research Laboratory. Included working with the client to create a business model to support the facility and personnel, develop a partnership plan, initiate education and workforce development programs, and implement business development initiatives. 2020 to present.
- Conducted organization assessment of the National Archives and Records Administration Office of Human Capital in the wake of a 50% reduction in force and restructuring. Involved data mining, interviews with leaders, focus groups, and a comprehensive customer assessment. Provided training in several key competency areas. 2020 to present.
- Facilitated the integration of a regional workforce system in Maryland, which included aligning people and capabilities of over 10 state and local economic development and human resource government agencies into a streamlined service delivery operation. 2017 to present.
- Worked with 13 Maryland county school systems, the first responder community, the Department of Homeland Security, and Maryland State Department of Education to create and expand a high school homeland security program of study in emergency management. Built state-wide coalition of industry, academic, and non-profit partners. Program grew from 50 students to over 5,000 during this time. 2010-2019.
- Guided Maryland school system in developing a 10-year roadmap to improve student performance in science, technology, engineering, and mathematics (STEM), which resulted in a 20% increase on key metrics, and helped the system attract additional resources and funding. Retained to implement roadmap initiatives. 2010 to 2017.
- Developed a regional advanced manufacturing apprenticeship program in collaboration with the Army to help fill in-demand jobs in industry and

BOARD SEATS AND SERVICE

University of Maryland
Baltimore County Alumni
Board of Directors, 2020
to present

Havre de Grace Green
Team, Vice President,
2019 to Present

Discovery Center at
Water's Edge Advisory
Board, 2017 to present

Women In Defense Mid-
Atlantic Chapter Secretary,
2020 to present; Vice
President 2010-2012

HCPS Career and
Technology Education
Advisory Board, 2016-
2019

SMART States
Congressional Initiative,
Education and Workforce
Chair, 2011 - 2019

Maryland State Homeland
Security and Emergency
Preparedness Advisory
Board Member, 2014 -
2018

Aberdeen Proving Ground
Cyber Task Force Member,
2016

Society of American
Military Engineers,
Membership chair,
2014-2015

Havre de Grace
Community Garden Site
Leader, 2017 to present

government. Included creating a revenue model whereby the program would be self-sustaining in three years and grow to include 50+ apprentices. 2015-present.

- Working with a non-profit client, developed multi-year advocacy programs for Army science and technology programs with local, state, and national legislators and policy-makers, which have resulted in millions of dollars in support for Aberdeen Proving Ground projects. 2010 to present.
- On behalf of a non-profit client, facilitated a large-scale statewide initiative to bring together industry, government, academia, and educators across Maryland to ensure a future workforce for in-demand jobs. Established model framework for public-private collaboration in education, including program development, fundraising, and regional strategy. 2012 to 2019.
- Conducted comprehensive needs assessment of education and training requirements for defense sector employees in Northeastern Maryland on behalf of University of Maryland. Resulted in the university deciding against establishing a presence in NE MD (2013). Also conducted needs assessment for career and technology educational programs at Harford Community College. This included working with advisory groups to determine areas of future job growth and related competencies. 2019.
- Guided the visioning and planning for a regional science center to open in Maryland in 2023. Included strategic planning, programming, revenue modeling, community outreach, advocacy, event planning, and partnership development. Multi-year effort resulted in securing funds and resources to construct a small-scale facility in 2023, and future effort will focus on securing \$30 million for the full-scale facility. Conducted diversity, equity, access, and inclusion community needs assessment. 2016 to present.

U.S. Army Chemical Biological Center, Aberdeen Proving Ground, MD

Associate Director for Business Processes

2007 - 2009

Led business development and internal operations functions at Army laboratory. Oversaw all internal and external marketing communications activities, strategic and business planning, business development, technology transfer initiatives, community outreach, information technology, facilities management, and other functional areas. Managed 20 staff members, oversaw multiple contracts, and managed business unit budget of \$2.2 million. Key accomplishments included:

- Optimized and synchronized internal business processes to achieve greater efficiency and collaboration. Included incorporating new technologies into workflow.
- Managed award-winning technology transfer program, resulting in the commercialization of multiple Army technologies.
- Launched educational outreach program, which became a model for other Army agencies, serving thousands of students each year, and achieving national recognition
- Optimized document review process, which reduced scientific paper review time from one-two months to five days
- Developed and delivered technology transfer and business development training for scientists and engineers

PROFESSIONAL ASSOCIATIONS

Institute of Organization Development, Member

International Society of Organization Development, Member

OD Network, Member

HUBZone Council, Member

Association of U.S. Army, Member

Small and Emerging Contractor Advisory Forum, Member

Northeastern Maryland Technology Council, member

Industrial Representatives Association, Member

AWARDS

- Two-time International Athena Award Finalist
- 2017 Visionary Leader Award, Northern Maryland Technology Council
- Excellence in Government Award, Silver, Federal Executive Board
- MARCOM Platinum Award
- Telly Awards (7) for Video Production

Strategic Planning and Communications Officer

2002 - 2007

Senior officer responsible for planning, management, and execution of the Center's internal and external strategic communications and public affairs programs. Managed news media, legislative, and public inquiries. Designed, built, and implemented comprehensive marketing communications program to ensure the success of the Center's new reimbursable funding model.

During this time, funding tripled and the size of the workforce doubled. Key accomplishments included:

- Built Congressional and legislative outreach program that provided important visibility for the Center during the years leading up to BRAC 2005
- Successfully directed crisis communications programs during multiple incidents and implemented reputation management campaigns
- Developed internal communications program that increased staff engagement and awareness of business strategy, improved staff entrepreneurship skills, and increased communication among geographically-dispersed personnel

Booz Allen Hamilton, Inc., Abingdon, Maryland

Creative Services Manager

1998 - 2002

Leader of eight-person creative services team that developed communications programs, training packages, information products, and promotional material for military and civilian federal agency clients. Responsibilities included daily creative consultation with staff and clients, subcontractor and vendor oversight, and budget management. Responsible for leadership and mentoring of staff, which included evaluating performance, negotiating salaries, and writing annual assessments. Managed large-scale proposals, and served in leadership role for MD/PA business. Tripled size of the team to meet increased demand, and expanded capabilities to include video production, photography, 3D and technical illustration, multimedia, and web design.

Maritime Marketing Inc., Baltimore, Maryland

Co-Founder and President

1990-1998

Publisher of marine trade newsletters and magazines in print and online in the pioneer days of the Internet. Included managing marketing and promotional initiatives for commercial clients. Provided strategic communications planning, media relations consultation, and marketing strategy development. Provided creative direction and management of web sites, print advertising campaigns, newsletters, videos and magazines. Founded maritime trade association.

Political Campaigns, Washington, D.C.

Media Coordinator

1988 - 1990

Coordinated media relations for state campaigns of President George H.W. Bush, Congresswoman Helen Bentley, and Maryland Attorney General Joseph Curran during two-year assignments.

Baltimore News American, Times Publishing Group, Baltimore, Maryland Frederick News Post, Frederick, Maryland

Reporter

1985-1988

Starting as college internships and becoming paid positions, reported business and financial news and features for daily and weekly newspapers. Beats included real estate, county zoning and land management issues, general business issues, and community interest.

RECENT COURSEWORK TAKEN

Penn State University:

- Foundations in Organization Development and Change
- Appreciative Inquiry
- Marketing Organization Development
- Assessing Data: Organizational Diagnosis
- Process Consultation in Organization Development
- Appraising Organization Change and Development and Consulting
- Facilitating Groups and Teams
- Implementing Training and Development Programs
- Unconscious and Implicit Bias
- Field Based Project for Workforce Development Professionals
- Public Administration

University of Maryland:

- CEO Accelerator program graduate

PRESENTATIONS AND WORKSHOPS GIVEN: A SAMPLING

Sample list of trainings and presentations:

Michel, J., (2021). *Becoming the boss: The ups and downs of transitioning from employee to supervisor*. Invited presenter, Women In Defense Mid-Atlantic quarterly meeting. Virtual.

Michel, J., Simmons, S., (2021). *Managing Bias in the Workplace*. Two sessions. Invited presenter, Women In Defense Mid-Atlantic quarterly meeting. Virtual.

Michel, J., Cormack, S., (2021). *Emotional Intelligence*. Delivered over three training sessions to Susquehanna Workforce Innovation Partnership, a cohort of state agencies. Virtual.

Michel, J., (2020). *Crisis Communications for Business*. Invited presenter, Harford County Chamber of Commerce workshop. Bel Air, Maryland.

Michel, J., Cormack, S., (2020). *The Power of Questions*. Training designed and delivered to employees of Maryland state agencies. Aberdeen, Maryland.

Michel, J., (2020). *Writing for Change*. Training designed and delivered to employees of National Archives and Records Administration. Virtual.

Michel, J., Penkethman, M., (2020). *Understand and connect with your customer*. Training designed and delivered to employees of National Archives and Records Administration. Virtual.

Michel, J., Cormack, S., (2019). *Creative Thinking and Innovation at Work*. Training designed and delivered to employees of Maryland state agencies. Elkton, Maryland.

Michel, J., (2018). *The Government Entrepreneur*. Training designed and delivered to U.S. Army science and technology organizations. Frederick, Maryland.

Michel, J., (2018). *The Power of Storytelling to Drive Change*. Training designed and delivered to Women In Defense RW3 Annual Conference, Belcamp, MD.

Michel, J., Butcher, B., (2017). *Motivational Communications*. Training designed delivered for Otsuka Pharmaceuticals employee annual conference. Orlando, FL.

Michel, J., (2017). *Workforce 2022: Jobs in Homeland Security and Emergency Management*. Invited presenter - Maryland State Department of Education statewide conference for career and technology educators. Timonium, MD.

TECHNICAL INSTRUCTIONAL DESIGN

- For Washington College in Chestertown, MD, developed sequence of four semester-long courses in Geospatial Information Systems and Technology. These courses were designed to prepare high school students for the ESRI Desktop Entry Level Certification exam certification and equip them with skills to pursue a career or advanced college-level work. 2015.
- In collaboration with Teledyne Brown Engineering, co-authored Army Field Manual Special Text and training materials on chemical, biological, radiological, and nuclear search and sampling procedures of contaminated sites for the U.S. Army Maneuver Support Center in Fort Leonard Wood. 2012.