

JEAN M. BREWSTER

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EXECUTIVE SUMMARY

Strategic business executive with demonstrated expertise launching and leading business transformation, culture change, Diversity, Equality & Inclusion (DEI), and procurement partnership development for corporate, government, and nonprofit organizations across various industries and regions. Monitors and communicates industry trends and best practices to develop and execute DEI engagement strategies and programs in support of obtaining and leveraging supplier diversity certifications for women-owned and minority businesses. Executes HR mapping to assess culture and guide strategy for talent acquisition and supplier diversity. Leads initiatives to drive culture change and workforce balance to increase revenue. Leverage understanding of market triggers, compliance best practices, competitive landscape, and supplier and consumer relationships to guide clients across industries including financial services, real estate, hunting and conservation, manufacturing, architecture, technology, and healthcare. Committed to business development and continuous process improvements. Manages, trains, and mentors teams to successful outcomes. Strong verbal and written communication skills. Strategic, adaptable and independent problem solver.

CORE COMPETENCIES & EXPERTISE

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| † Diversity, Equality & Inclusion (DEI) | † Strategic Sourcing & Supplier Relationship Management |
| † MBE/WBE Procurement and Certification | † Partnership and Supplier Development |
| † Corporate WiSTEMM Leadership | † Category Management and Sourcing Strategy |
| † RFP e-Sourcing & Category Fulfillment | † Community Relations and Corporate Social Responsibility |
| † Procurement Regulatory Compliance | † Pricing Matrix Management |
| † Business Development / Account Transformations | † Pre-Construction Project Management |
| † Contract Compliance and Risk Identification | † Internal & External Stakeholder Relationships |
| † Vendor B2B Relationship Management | |

PROFESSIONAL EXPERIENCE

MANAGER | CertifyNow.Biz

Kansas City and St. Louis, MO | 2016 – Present

- Partnered with project/engineers and managers to effectively utilize DEI suppliers while building a corporate DEI environment.
- Preconstruction project manager consulting assisting with relationship development and contract negotiation.
- Aid in obtaining and leveraging supplier diversity certifications for women-owned, minority-owned, and veteran groups.
- Partner with corporate HR directors to effectively utilize DEI suppliers while building a corporate DEI environment.
- Co-manage change initiatives with directors to better utilize DEI suppliers while building a DEI environment.
- Conduct certification pre-assessments and assist in preparing misplaced documents in collaboration with legal and accounting partners to ensure high success rates in qualifying for certifications.
- Develop D& I engagement strategies and establish and manage internal and external DEI events.
- Deliver ongoing support in utilizing certification pipeline with business connections and supply chain managers.
- Charged with full accountability for procurement and supplier relations for obtaining goals during the build.
- Served as a consultant to Women's Business Development Council /Chicago (WBDC), providing marketing and strategic planning for the Kansas City and St. Louis markets after resigning from my MWBEC Senior Leader duties.

- Assisted with diversity programs for nationwide prospects of WBENC.

SENIOR LEADER | Midwest Women's Business Enterprise Council (MWBE) Kansas City, MO | 2014 – 2016

- Launched and served on the management team, with accountability for developing, promoting, and managing EDI engagement strategies and programs to drive business development, regionally and community wide.
- Led certification for the Women's Business Enterprise Council's (WBENC) national certification to qualified Women Owned Businesses (WOB) through MWBE's certification agent, the Women's Business Development Center.
- Built and maintained strategic partnerships at the local, regional, and national levels, engaging with thought leaders, economic development organizations, women's organizations, and the media.

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- Partnered with the Central Exchange (CX) to develop and implement educational programs, conferences, networking opportunities, corporate partnerships, and outreach to WOBs and women seeking professional and personal growth.
 - Developed funding initiatives and collaborated with fund developer on potential grant opportunities.
 - Established educational programs, events, and entrepreneur training sessions and services; utilized new trends in programming and services to ensure relevant MWBE services.
 - Strategically built operations from concept through launches, with accountability for networking, business development, process development, and continuous process improvement.

NATIONAL SALES & MARKETING MANAGER | Jeanie B. Inc. Kansas City, MO & Conway, AR | 2000 – 2014

- Managed strategic partnership with Ducks Unlimited events; leveraged readership of 13 company-owned magazines in targeted promotions for newly created outdoor events used to rebrand and build revenue for Ducks Unlimited.
- Reinforced brand and grew membership and revenue, enabling growth and market footprint across North America; grew organization to 600K members and 12.8M acres of land; increased licensees from less than 200 to 7K+.
- Launched a co-branded credit card for Mack's Prairie Wings; increased revenue in year one by 15%, and increased catalog database from 1.4 to 2.7M customers in three years.
- Increased corporate sponsorship of The Great Outdoors Festivals events by 25%+ for six consecutive years; averaged 1,500 exhibitors and up to 20 banner sponsors with a 92% sponsorship retention rate, and 1K+ staff per show.
- Created two new branded events with 200+ suppliers and partners, creating new revenue streams, and enhancing relationships with co-sponsors Ducks Unlimited, ESPN, National Shooting Sports Foundation and Delta Waterfowl; positioned the brand and top contender with Cabela's and Bass Pro.
- Consulted NASCAR on several races, served on the sponsorship/credentials team for Kansas Speedway in 2012, 2014, executed logistics, managed sponsors, and assisted with event tasks.
- Provided services to clients across multiple markets including financial, architectural, construction, real estate, the outdoors, and medical technology.

PRIOR EXPERIENCE

ACCOUNT MANAGER | Discover Card

Overland Park, KS

- Assisted in building the merchant & consumer networks prior to launch of card to consumers, playing a key role in building the company from the ground up to a top contender in the market. First of 50 employees hired.
- Managed a six-state region, established client relationships, and signed new merchants; drove substantial new revenue expansion into new vertical markets, and increased profit margins significantly.

- Assisted in negotiating and winning multibillion-dollar contracts with Fortune 500 companies, including Disney, Six Flags, Saks 5th Avenue, Kmart, Coastal Mart, Phillips, and Lord & Taylor.
- Received the “Circle of Excellence” Awards for surpassing annual sales goals.
- Won 21 “Suggest a Better Way” Awards for proposing process improvements and marketing initiatives including new B2B payment programs, and for developing electronic POS terminal systems for B2C payment transactions.

EDUCATION

BS, Business Administration & Marketing – Wichita State University

Wichita, KS

AFFILIATIONS

SLC3 (Saint Louis Construction Council) Member – DE&I Co-chair member & Training programs committee
CREW St. Louis (Commercial Real Estate Women) – Member
KCMO & Wyandotte County Compliance Board – Board Member
National Association of Women in Construction (NAWIC) – Member
Women Construction Owner Executives (WCOE) – Member
International Association of Business Communicators, Kansas City Chapter (KC/IABC) – Member
Professional Business Women’s Association (PBWA) – Member