

Bobby Boyd



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Summary

A Innovative Executive with several years of experience in cultivating strong relationships with regional, state and local officials as well as key business decision makers. A proven track record of formulating and enhancing mutually beneficial business partnerships, which results in financial growth of over 150 percent.

Lean Six Sigma and SHRM-CP certified, with special expertise in performing business analyses for effective organizational development. Offering an array of expertise in a variety of professional fields; such as Government, DEI, HR, Telecommunications, Events/Marketing and Real Estate.

Experience



Community Outreach and Diversity / City Manager's Office

City of Portage, Michigan

Apr 2021 - Present (1 year +)

- Developed city-wide campaigns and programs which consisted of the passing of Resolutions/laws and increase of community engagement and DEI efforts by over 500%
- Networked and formed lasting strategic partnerships/relationships, which resulted in the increase of event sponsorship's revenue by over 425%.
- Implemented new recruiting strategies, employee development programs and enhanced our current benefits offerings.
- Formed educational curriculum & presentations regarding diversity issues facing the local and regional communities. Launched the belonging and inclusion calendar and oversaw diversity efforts were implemented in our external communications, websites, photos and all Marketing materials.
- Assisted Community Development Department with new innovative business retention and development strategies, via focus groups, surveys, and other community engagement programs.
- Designed, planned, advertised and implemented special events for all City departments. I.e. Career fair, School supply giveaways, Sporting events, Community Development Open houses.



Project Manager

Lowes/UHS

Jun 2019 - Apr 2021 (1 year 11 months)

- Managed a team of 44 contractors and over \$1.2 million in awarded Commercial and/or Residential projects
- Served as Strategic partner that developed, inclusive and diverse recruiting strategies and set hiring goals for our company
- Oversees and directs all on-site administrative, operational and technical aspects of flooring projects. I also Initiated projects, managed costs, and monitored performance to ensure project was completed on time and on budget.
- Assists with the bidding and award process, answer RFIs/ RFPs during construction Utilizing AutoCAD to draw floor plans and illustrate scope of work for contractors.



Commercial Development Account Executive

Comcast

May 2011 - Feb 2018 (6 years 10 months)

- Ranked number 1 Account Executive for MI/IN/OH region and revitalized a sales portfolio achieving 235% of operating plan & over \$70 million in incremental revenue growth.
- Manage the end-to-end sales process for all opportunities including initial client communication, on-site presentations, RFI response, RFP submission, contract negotiation and deal signing
- Subject matter expert to customers in regards to Network design, Fiber, and Voice Network technologies
- Worked closely with finance and legal teams to facilitate and draft mutually beneficial business proposals for Commercial Property owners and Comcast based off of complex ROI analysis's



Chief Executive Officer

Boyd Entertainment Inc.

Sep 2009 - Mar 2021 (11 years 7 months)

- Increased company revenue and assets to over \$1.3 million through strategic market techniques and Multi-family acquisitions.
- Founded this Event/Marketing and Real Estate firm, which obtained a multi- year contract with Viacom to be the sole event's provider in the SW Michigan region.
- Managed a Platinum-selling Songwriting group who wrote songs for Katy Perry, Drake, Demi Lovato, Janet Jackson and more.
- Served as consultant for local businesses to help them translate business strategy into talent by implementing diversity & inclusion.
- Responsible for the Development and managing of the company's marketing strategies, internal/ external communications, legal compliance, contract negotiations, meeting planning, and budget management
- Facilitated the acquisition of 50 Multi-family dwellings in Kalamazoo county.

Education



Western Michigan University

Bachelor of Arts, Public Relations And Organizational Communication

Licenses & Certifications



Certified Associate in Project Management (CAPM) - Project Management Institute

Issued 2019 - Expires 2024



SHRM - Certified Professional (SHRM-CP) - SHRM

Issued 2022 - Expires 2025



Lean Six Sigma Yellow Belt (ICYB) - Western Michigan University

Skills

Recruiting • Diversity & Inclusion • Management • Cross-functional Team Leadership • Project Management • Business Development • HR Consulting • Mergers & Acquisitions (M&A) • Budget Management • Lean Six Sigma

Honors & Awards



Equity Officer - ICMA - International City/County Management Association



Community Cabinet Member - United Way of the Battle Creek and Kalamazoo Region



MLK Jr. Planning Committee - Western Michigan University