Ms. Dana S. Henson

Education

- B.S., Business Administration, Lincoln University, *Cum Laude*

Relevant Professional Experience

Ms. Henson has over ten years of successful experience with both IBM and Xerox Corporation in their sales and marketing operations. She is a highly self-motivated, enthusiastic and accomplished business professional that offers substantial experience and an outstanding record of personal achievement in the following areas:

Sales and Marketing Management	Strategic Planning/Analysis
Business Plan Development	Organizational Structuring
Conceptual Development	Product Marketing
Strategic Alliance/Partnership Development	Revenue /Profitability Forecast
Budget Planning/Cost Control	Regulatory Compliance

2000-Current The Henson Development Company, Inc. (THC) Baltimore, MD
Vice President

Ms. Henson joined THC in 1991 and served as a key member of the development team that completed the $160 Million Columbus Center for Marine Research in Baltimore's Inner Harbor. Ms. Henson's responsibilities include management of The Henson Development Company, Inc. (THC), a fully integrated real estate developer and program manager. THC specializes in utilizing the physical facilities and properties of public housing authorities to the maximum benefit of the authority and its customers. Ms. Henson's responsibilities include:

- Management of large scale M/WBE goals and Sections 3 compliance;
- Consulting and oversight of HOPE VI Community Support and Services Programs (CSSP);
- Preparation of bid responses and creative proposal development;
- Review and development of tenant self-sufficiency and Welfare to Work programs.

Ms. Henson is sensitive to the need for the local housing authority to meld its physical needs to its resident's and its city's needs.

1998-Present Teaching Education and Motivation Baltimore, MD
Founder, CEO

Founder and creator of educational program to provide an educational and motivational program that integrates public school system initiatives with the efforts of independent foundations of athletes, entertainers and community service organizations, and inspires and instructs students on developing appropriate skills to achieve their career goals and succeed in today's competitive workforce.

ZONING COMMISSION
District of Columbia
Case 02-04
Exhibit 30

ZONING COMMISSION
District of Columbia
CASE NO.02-04
EXHIBIT NO.30

HIGHLIGHTS OF PROJECTS AND ACCOMPLISHMENTS:

Secured resources, both cash and in-kind donations in excess of $125,000 within a 3 month period.

Successfully marketed to, and established corporate sponsorship relationships with organizations such as Def Jam/Def Soul Recordings, Motown Records, Sylvan Learning, The Will Smith Foundation, NFL Players, Inc., National Basketball Association, as well other individual athletes and entertainers.

1998-2000 MD/DC Minority Supplier Development Council Columbia, MD
Deputy Executive Director

Ms. Henson's responsibilities included marketing and recruiting major corporations and minority owned businesses located in Maryland and the District of Columbia for Council membership; identifying corporations and key persons within those companies who were minority business advocates, researching companies relative to their minority business development activities and business relationships with other organizations; participating in appropriate organizations, trade fairs, and other activities that assisted with the identification of prospective corporate and/or minority owned businesses.

Additional responsibilities included initiation and coordination of MBE business development seminars and Corporate MBE procurement seminars, workshops, forums and other networking events; developing and implementing a series of Council outreach activities for the purpose of retaining and attracting Council Corporate and MBE members; interacting with the National Minority Supplier Development Council (NMSDC) Vice President on issues relating to minority business legislation; assisting with the compilation of operating and financial data of the MD/DC MSDC for annual reporting purposes; assisting in the conducting of research of tends within the minority-owned businesses in different industries and publishing the results for dissemination to the public; analyzing statistical data and compiling progress reports of the MD/DC MSDC's fulfillment of it's mission, as it relates to Maryland and the District of Columbia, and ensuring the overall growth of the Council through increased funding.

1996-1998 Xerox Corporation Los Angeles, CA
Account Manager Executive

Responsible for marketing and account management/retention programs for critical customer base including over 200 major county , city , and education accounts located in the California Coastal region. As the primary account contact, consistently accessible to research/resolve all technical, product, billing and service issues. Extensive scope of responsibilities, including management of market penetration and territory expansion. Consultant for the development of financing strategies/alternatives for all key accounts.

1994-1995 The Henson Development Company, Inc. Baltimore, MD
President

Solely in charge of daily operations management for a successful commercial development and minority compliance management corporation. Targeted, negotiated and secured all new contracts. Created networking and marketing programs along with establishing strategic partnership/alliances with local commercial business organizations. Personally managed competitive bidding processes, pricing strategies, grant administration and regulatory compliance issues. Active with local area business promotion organizations, and interfaced extensively with county, city, and state government officials.

HIGHLIGHTS OF PROJECTS AND ACCOMPLISHMENTS:

Secured the highest percentage (40%+) of minority and women-owned business participation; more than for any other previous Baltimore City development project.

Created and chaired the Affirmative Action Advisory Board for the Columbus Center development project.

1989-1995 IBM Corporation Baltimore, MD

Five-year career with this major advanced technology product and services corporation was highlighted by consistent performance-based promotions. Scope of responsibilities was extensive and included strategic marketing, sales support, competitive market analysis, key account management, product launch, project administration and technical support. Positions held included:

Project Manager – Integrated Marketing Division (1993-1994)

Selected as one of the first project managers for a new marketing division. Headed a team of marketing specialists responsible for designing and implementing targeted marketing campaigns (direct mail, telesales, product launch) with primary emphasis on enhancing IBM's marketplace position. Managed new product launch, market penetration and territory expansion marketing campaigns. Effectively managed as many as seventeen (17) campaigns at one time. Trained, supervised, motivated and tracked the productivity of a team of telesales professionals.

Marketing Specialist (1992-1993)

Promoted to provide marketing and account services for major AS/400 system users. Contributed expertise in executive presentations, pricing and information gathering/analysis supporting marketing teams. Designed innovative marketing campaigns to respond to specific customer needs within a highly competitive market.

Marketing Representative (1989-1992)

Responsible for marketing and account management/retention programs for critical customer base of major county, city and State of Maryland government accounts. As the primary account contact , remained accessible to research/resolve all technical, product and service issues. Consistently met quota objectives for assigned territory.