

MELISSA LYNN BRADLEY

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Education

1991-1993

AMERICAN UNIVERSITY

Master in Business Administration, Marketing
Graduate Fellow

WASHINGTON, DC

1985-1989

GEORGETOWN UNIVERSITY

Bachelor of Science, Finance

WASHINGTON, DC

Teaching Experience

2012-Present

Georgetown University McDonough School of Business

Professor of Practice, Strategy Department

Classes include Impact Investing, Social Entrepreneurship, Peer-to-Peer Economies and Social Innovation
Entrepreneurial Faculty Excellence Award (2105); Joseph F. LeMoine Award for Undergraduate and Graduate Teaching Excellence (2015); MBA Excellence in Teaching Award (2016)

2012-2017

The American University

Director, AU Center for Innovation the Capital (AUCIC)

Executive in Residence, Management Department, Kogod School of Business

Adjunct Professor, School of Public Affairs, *Leadership (Organizational Behavior)*

Adjunct Professor, School of International Studies, *Impact Investing*

2001-2002

CITY COLLEGE – NEW YORK

Adjunct Professor, Economics Department

Introduction to Marketing

Professional Service

- Co-Chair, National Advisor Council on Innovation and Entrepreneurship, Department of Commerce
- Nonresident Senior Fellow in the Metropolitan Policy Program, Brookings Institution
- Board Member, ideas42
- Board Member, AERIS (formerly CARS), comprehensive ratings systems for CDFI investments
- Board Member, ParentsTogether
- Advisor, Wallet AI
- Advisor, Center for the Advancement of Social Enterprise (CASE) at Duke University
- Advisor, Head and Heart Philanthropy
- Advisor, i2 Capital
- Advisor, Rethink Impact
- Senator, Georgetown University Alumni Association
- Former Advisor, Credit Suisse New Markets Advisory board
- Former Board Member, Office Depot Foundation
- Founding Member, Dell Center for Entrepreneurs Advisory Board
- Founder & Former Chair, Georgetown Entrepreneurship Alliance
- Founding Member, The Woodhull Institute for Ethical Leadership
- Former Board Member, Greenpeace USA

Publications

- *"The Bottom Line: Investing for Impact on Economic Mobility in the U.S."*
- *"Introduction to Media Investing For The Creative and Investment Communities"*
- *"IDA Strategy for Asset Accumulation" (available at <http://www.ots.treas.gov>)*
- *"Business Basics: A Young Entrepreneur's Guide" and "A Young Entrepreneur's Casebook," publications of The Entrepreneurial Development Institute*
- *"The State of Corrections," an American Correctional Association annual publication*
- *"National Civic Review," a publication of the National Civic League*

Awards

- 2016 MBA Excellence in Teaching Award
- 2015 Anne S. Ferren Award for Curriculum Design
- 2015 Joseph F. LeMoine Award for Undergraduate and Graduate Teaching Excellence
- 2015 Entrepreneurship Faculty Excellence Award
- Draper Richards Social Entrepreneur Fellow (2005-2008)
- Soros Justice Fellow, Open Society Institute (2004-2006)
- Georgetown University Alumni Recognition Award (2004, 2008)
- "Who's Who Among Outstanding Americans" (2004-2006)
- Honored at the White House as one of "Tomorrow's Leaders Today"
- Selected by *Ms. Magazine* as one of 21 for 21st Century
- First Annual Do Something Brick Award for Community Leadership

Professional Experience

2013-2015

CORPORATION FOR NATIONAL AND COMMUNITY SERVICE

WASHINGTON, DC

Federal agency that promotes and supports AmeriCorps programs across the United States

ACTING DIRECTOR, SOCIAL INNOVATION FUND

White House Initiative and program of the Corporation for National and Community Service (CNCS)

- Led the creation of a departmental strategic plan
- Co-developed the FY 2015 NOFA releases for SIF and Pay For Success
- Developed SIF Week – a national campaign to promote the SIF and evidence based programs

CHIEF STRATEGY OFFICER

Presidential Appointee responsible for the agency's strategic plan and creating and sustaining inter-agency and private sector partnerships.

- Secured a \$10M partnership between CNCS, Citi Foundation and Points of Light to create the nation's largest corporate-sponsored AmeriCorps program in 10 cities nationwide
- Serve as the agency representative on the President's "My Brother's Keeper" Initiative and the Interagency Working Group on Opportunity Youth
- Co-created an investment mechanism to secure and scale private sector support for the education awards of AmeriCorps members
- Detailed to the Department of Education to support the President's My Brother's Keeper Initiative, designed to bring attention to, and support for decreasing, the disparities facing boys and young men of color. As part of the launch of the President's initiative, authored the chapter on mentoring, launched the national engagement call to action for mentors, served as agency lead on the interagency task force, and identified public-private partnerships to support this important work which included a \$13M commitment from AT&T.

2010-2013

TIDES

SF, CA; NYC, NY; WASHINGTON, DC

International social enterprise providing sophisticated financial and management service to donors/doors

CEO

- Managed over 120 staff in four locations with an annual budget over \$20MM and \$200MM AUM
- Led innovation through new products, services and partnerships that doubled donors in one year
- Initiated customer service and business model improvements for client base of over 500 donors/activists
- Initiated Network rebranding campaign as well as a transition to a multi-tenancy IT platform
- Generated highest contributions since 2000 and produced break-even budget after 5 years of losses
- Served as first professional CEO following the founder's departure after 35 years

1999-Present

NEW CAPITALIST™

WASHINGTON, DC

A business development firm specializing in media, technology and financial services industries

Founder & President

- Facilitated over \$20MM in venture capital transactions for seed stage companies with 20 percent ROI
- Created proprietary investment vehicles instrumental in capital sourcing for minority-owned firms
- Provide strategic planning, marketing, and business development services to early stage companies

- Offer advisory services to investors – institutions, individuals and philanthropic organizations
- Generate and manage over \$1MM in business development annually

2008-2010

GREEN FOR ALL

OAKLAND, CA

National policy organization committed to an inclusive green economy

Senior Strategist, Capital Access Program (CAP)

- Established the Energy Efficiency Opportunity Fund (EEOF) in partnership with Living Cities
- Co-created the Green Jobs Award Program with SJF Ventures and Advisory Services
- Created online entrepreneurship center and offline business academies to support green entrepreneurship, particularly for minority and women-owned firms
- Researched and developed policy recommendations to support green business

2004-2008

REENTRY STRATEGIES INSTITUTE™

WASHINGTON, DC

National criminal justice intermediary explicitly focused on reentry

Founder & President

- Selected as a Fellow by the Open Society Institute and the Draper Richards Foundation
- Established partnerships with the North Carolina Department of Corrections, the Office of the District Attorney of San Francisco, and the Criminal Justice Coordinating Council in Washington, DC
- Supported over 50 grassroots organizations in capacity building and sustainability planning
- Hosted four National Dialogues on Reentry and Criminal Justice in New York, Chicago, San Francisco and North Carolina and launched the Reentry Donors Network

2006-2008

CIT GAP FUNDS

HERNDON, VIRGINIA

Providing seed-stage equity investments in Virginia-based technology and life science companies

Director, Investment Services

- Responsible for sourcing regionally based deals in sectors including IT, Biotech, Healthcare, Consumer Services, Mobile, Financial Services, etc.
- Conducted all due diligence and completed all investment documentation for investment committee presentations on a quarterly basis
- Led all portfolio management activities for invested companies including board-level relationships

2004-2006

POSITIVE IMPACT™

WASHINGTON, DC & NEW YORK, NY

Collaborative initiative to promote diverse voices and visions within independent media

Founder & President

- Successfully launched initiative at 2004 *Sundance Film Festival*
- Secured 15 project partners including Sundance Film Festival & Sundance Institute, NY Latino Film Festival, IFP-NY, Screen Actors Guild, OneVibe TV/Film Group, LLC, etc.
- Facilitated over 50 investor meetings that supported over \$1MM in investments to media makers of color
- Established *Media Training Fund (MTF)* grant program to assist media makers of color participate in training and professional development programs which has provided over \$20,000 in grants

2001-2003

UBS

NEW YORK, NY

Private Client Services

Vice President

- Recruited as a Marketing Associate and promoted to Assistant Vice President within one year
- Selected to participate in internal leadership development training program
- Managed the development and re-launch of the private client website for high net worth clients and received internal recognition for leadership in the re-design process
- Developed and implemented training for top ranking financial advisors and select private clients to increase assets under management to \$1 trillion
- Responsible for site management/maintenance, client interface, content development, vendor sourcing and relationship management for private client website

1997-1998

DEPARTMENT OF TREASURY

WASHINGTON, DC

Office of Thrift Supervision

Financial Regulatory Affairs Fellow, Presidential Appointee

- Researched the impact of welfare reform, microenterprise lending and Individual Development Accounts on the financial services industry
- Provided strategic recommendations for action on behalf of the banking sector
- Deliverables included: conference lectures; published research papers; informational and marketing materials on each subject; and industry-wide conference and training modules

1990-Present

THE ENTREPRENEURIAL DEVELOPMENT INSTITUTE (TEDI)

WASHINGTON, DC

- As Founder and President, responsible for curriculum development, program evaluation, staff training and development, board engagement and fundraising for annual budgets
- Supervised 25 staff persons, 75 trainers and over 100 volunteers
- Managed affiliate sites in 16 U.S. and 3 international cities
- Maintained partnerships with local school districts throughout the US, Departments of Juvenile Justice and the White House Conference on Small Business
- In 1995 the Kauffman and Cooperative Extension Foundations selected TEDI as the Outstanding Model Program and in 1996 TEDI was recognized as Best Youth Practice at the United Nations Habitat II City Summit in Istanbul, Turkey