

## Kimberly Rooks

### *Strategic Architect of Human-Centered Transformation*

#### Philosophy & Approach

I agree with Charles Dickens when he stated “**Change begets change**”—because everything and everyone are connected. My work is rooted in this truth.

For over 25 years of hands-on experience, I have helped organizations across public and private sectors uncover what is broken, what is misaligned, and what is possible. I specialize in restoring trust, improving performance, and realigning systems with the people who power them.

#### **What sets me apart is how I work:**

I immerse myself at the grassroots level—listening, observing, and engaging directly with the people and processes impacted. This allows me to quickly interpret complex environments and identify leverage points that others miss. From there, I co-create strategies that are visionary, practical, deeply human, efficient, and effective.

*I do not just offer solutions. I offer clarity, confidence, and cohesion.*

#### What I Do

I help organizations:

- **Restore morale and functionality** in distressed environments.
- **Realign leadership vision** with frontline implementation.
- **Recover from reputational or structural disruption.**
- **Expand market presence** and improve client retention.
- **Launch new products** and enter new customer segments.
- **Diffuse interpersonal and structural conflicts** across partner organizations.

*Whether I am guiding a multi-million-dollar or multi-billion-dollar contract pursuit or helping a team rediscover its purpose, my goal is always the same:*

*To leave the organization stronger, more connected, and more capable than when I arrived.*

## Experience Highlights

Since 1994, I have supported high-stakes environments in technology, engineering, and beyond. My roles have included:

- Acting as a trusted internal change agent and external representative.
- Building high-trust, high-performance teams.
- Leading strategic pursuits on contracts ranging from millions to billions.
- Supporting stakeholder engagement and complex negotiations.
- Restoring stakeholder confidence and reducing organizational risks.

*I have led or advised initiatives involving hundreds of employees and complex operational ecosystems—within start-up to \$3B in annual revenue.*

## Core Competencies

Strategic Insight	Human-Centered Execution
Strategic Planning & Organizational Alignment	Leadership Development & Employee Empowerment
Business Development & Partnership Strategy	Conflict Resolution & Realignment Strategy
Executive & Team Communication Coaching	Trust Building & Transparent Governance
Operational & Risk Assessment	Technology Integration (incl. AI-enriched environments)
Public Relations & Stakeholder Confidence Building	Market Trends & Change Management

## My Superpower

I bring a rare capacity to **see the whole board**—the systems, the people, the pressure points—while staying grounded in the human elements that truly determine an organization's health.

*I do not just help organizations survive. I help them thrive.*

## Experience Examples

The following information reflects project experience and outcome examples realized through the professional efforts in either a human impact or business development consulting support services, examples include:

### Entity Profiles & Services Type

Industry	Revenue	Service Focus	State
Engineering	\$1.5B	Business Development	GA
Engineering	\$100M	Business Development	GA
State Lottery	\$3.64B	Human Impact Consulting	GA
Pharmaceutical	\$1B	Human Impact Consulting	IL
Watershed Authority	\$277M	Human Impact Consulting	GA
Medical Equipment	\$940M	Market Development	MA
Software Development	\$934M	Market Development	CO
Construction	\$128M	New Market Positioning	GA
Communications	\$981M	B2B Market Development	IL
AI Supported Product	Start-up	Critical Formation Research & Recommendations	FL

### Impact Consulting Impacts

#### *Human Impact Consulting:*

- Identified functional disconnects which realignment recommendations resolved.
- Identified low employee morale causes which corrective action recommendations improved.
- Identified compromising procurement practices which corrective action recommendations addressed to mitigate legal scrutiny.
- Identified leadership competency disconnects which reassignment and realignment recommendations resolved.

### *Business Development Consulting:*

- Through client management and development supporting services supported the growth of a client environment from a \$48M revenue producer to over \$100M in less than 3-years.
- Supported the identification of causes and reputational repair efforts that were hindering client growth realities: allowed them to compete more broadly within a desired market.
- Taught prospecting and potential client profiling methods that supported the expansion efforts within existing client environments while more effectively neutralizing potential competitors. Client was able to grow market presence by over \$10M in less than 2-years.
- Featured trainer for multiple governmental entities where sessions focused on effective strategic partnership techniques, worth and value standard setting, profiling training for client/competition/markets, and protégé development strengthening approaches.
- Taught clients how to ethically compete in questionable volatile competing environments for major projects (multiple millions in fees). Results, when members within the competitor and elected officials were being investigated, my client stayed completely out the fray.

### *Market Development*

- Developed potential customer end-user bases for multiple technology and medical equipment firms, along with a telecommunications firm in support of new product launches and enhanced service offerings. Efforts, over time, have added hundreds of millions or billions onto the bottom lines within these client environments. They also supported the ability for firms to be sold for multi-million years into operations.
- Was selected to execute and manage the patient profile and registration for a major medical trial in the heart health focuses that is now a mainstay approach to repairing clogged arteries within the heart. This procedure has saved and continues to save many lives around the world.

### *Critical Formation Research*

- Conducting in-depth research for a product developer of a predictive solution AI integrated product. The product is in the conceptual phase. Guidance and insights have been given regarding, challenges, opportunities, target market, AI integration protocols, risks, and competitive analysis. Cannot share impacts at this time.

*Ready to transform your organization from the inside out? Let's start the conversation*