

ELIZABETH “LIBBY” WILLIAMS

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PROFESSIONAL EXPERIENCE

VERMONT SLAUSON ECONOMIC DEVELOPMENT CORPORATION

Chief Operating Officer

July 2021 – Present

- **Oversee and manage programmatic and financial operations** to ensure VSEDC accomplishes goals. Manage the coordination, integration, and delivery of all programs, contracts and related services, promoting collaborative relationships between key programs and ensuring that we consistently meet expectations of funders, partners, constituents, clients, and other stakeholders.
- **Manage a team of 5 executives overseeing 30 employees**, ensuring a healthy and collaborative work environment with clear deliverables and processes so that teams can reach targets within respective departments.
- **Provide quarterly operational and financial reports** to the Board of Directors to review the organization's status.
- **Oversaw the application process to the City of LA** expanding our operations from one BusinessSource Center to two.
- **Developed executive team training** and oversaw development of staff retreat, requiring all staff to take StrengthsFinder assessment to better understand our strengths and maximize productivity. Engaged additional executive coaching and leadership training for staff, managers and executive team using to increase cohesiveness and efficiencies throughout the organization.
- **Installed a VOIP system** to create org-wide email addresses and phone numbers leading to a unified VSEDC image and streamlined communication between staff and consultants, and clients and partners.
- **Improved office efficiency** by instituting SharePoint and training staff to streamline workflow processes, mitigate department silo-syndrome and eliminate work duplication.
- **Oversaw the development of the organization’s first CRM system** to track data and program impact across all departments using Salesforce as the platform.
- Moved marketing to Constant Contact, increasing our external communications by instituting the organization’s first weekly newsletter promoting the VSEDC’s programs and services and dramatically increasing attendance in our workshops and trainings.
- **Secured \$500k** from Citi Foundation Community Progress Makers and \$200k from US SBA Program for Investors in Microentrepreneurs (PRIME).
- **Secured a \$1M contract from the LA County Department of Economic Opportunity** to implement the Economic Mobility Initiative’s Entrepreneurship Academy in the 2nd Supervisorial district.
- **Revamped VSEDC’s signature events** in 2022, incorporating a virtual business pitch competition, which strengthened our relationships with commercial banks who served as competition judges, resulting in an increased investment from our funders. In 2024 I spearheaded the expansion of the signature events developing a Grand Pitch competition with \$50,000 in prizes for graduates of our core programming.
- Served as VSEDC interface in the South LA SBA Women’s Business Center launch and SBA/Operation Hope press event at VSEDC Headquarters, the opening of our AT&T Learning Center and the opening of the VSEDC/Best Buy/Annenberg Tech collaboration to install and launch South LA’s first Best Buy Teen Tech Center to bridge the digital divide among our regional youth.
- Oversee the development and execution of all core business assistance programming and industry specific training including Food (Food Service University), Fashion (Urban Pose), Beauty & Lifestyle (Beauty & the Biz), Level UP (legacy businesses), Entrepreneurship Startup Academy, Business in the Pews, and the CEO Series (start-up entrepreneurs).
- Partnered with local economic development organizations to **lead small contractor training, technical assistance, and host business matchmaking events to increase the utilization of women and minority suppliers** in both public and private contracting within LA County.

THE WILLIAMS CONSULTING GROUP, LLC

Community, Business and Economic Development Consulting

January 2007- Present

- Provide comprehensive community and economic development consulting services to public agencies and private sector organizations.
- Project manager and economic development practitioner with over 20 years of experience generating new jobs and investments, while retaining current businesses and employment for the community.
- Experienced in business attraction, retention, governmental affairs, economic development corporations, private business, community outreach, economic analysis, and strategic planning.
- Extensive relationships with local experts including economists, attorneys, urban planners, real estate brokers, accountants, researchers, economic developers, and community-based organizations.
- Projects include: Organizing City of Los Angeles' construction industry business matchmaking events for over 500 attendees; Assisting Community Build non-profit with required City of Los Angeles Business Inclusion Program outreach for grant applications; Working as Small Business Outreach Director for the LA Community College District Build Program; Assisting the USC Center for Economic Development with preparing an EDA grant application for Southern California and serving as project manager for the awarded project; Creating a [LAEDC resource guide](#) of business assistance services available to innovative companies; Producing a gap analysis of workforce, training and business development needs of Southern California businesses for the LAEDC and; serving as the executive director of the Mayor's blue ribbon task for how to make the City of Los Angeles more business friendly.

USC SOL PRICE SCHOOL OF PUBLIC POLICY, CENTER FOR ECONOMIC DEVELOPMENT

Project Manager, Advanced Manufacturing Partnership for Southern California

November 2015 – December 2020

- **Grew the AMP SoCal consortium** and identified partners to help engage the region in activities that supported the growth of the Aerospace & Defense industry in Southern California and created jobs.
- **Formulated and implemented outreach operating practices** to encourage small A&D suppliers to join the AMP SoCal consortium. This included the development and maintenance of the [AMPSoCal](#) website in addition to all marketing efforts through social media platforms.
- **Created research forums on topics of interest to consortium members from both industry and academia, developed a semi-annual conference** to showcase the successes of the consortium, and engaged the A&D industry and the public sector across the 10-county Southern California region.
- **Developed and implemented workshops, trainings, and webinars** to address industry issues in workforce development, new technology, and business assistance so that A&D suppliers had the tools for success.
- **Coordinated and provided technical assistance to small A&D manufacturers** for business growth including hosting semi-annual strategic matchmaking events to introduce small A&D suppliers to Original Equipment Manufacturers.

THE SEVILLE GROUP (SGI)

Small Business Outreach Director

October 2014 – June 2015

- Under contract with AECOM, directed all small business outreach services for the Los Angeles Community College District (LACCD) Build Program.
- **Responsible for assisting LACCD in meeting its 30% Local, Small, Emerging, Disabled Veteran (LSEDEV) owned business utilization goal.**
- **Coordinated programs such as the Small Business Boot Camp** to improve the competitive capacity of small contractors through a multi-week, comprehensive, hands-on curriculum to compete for Build Program contracts.
- **Coordinated and managed business seminars** to provide contractor assistance in bonding, certifications, contract bidding, estimating and scheduling, accessing capital, information about labor compliance and Project Labor Agreements.
- **Monitored contractor compliance** with LSEDEV utilization goal using B2GNow Contract Management System.
- **Maintained relationships with local business organizations** and industry associations to promote LACCD Projects.

OFFICE OF MAYOR ANTONIO VILLARAIGOSA, CITY OF LOS ANGELES

Managing Director, Office of Small Business

August 2011 – July 2013

- **Developed policies and programs to assist the 300,000+** small businesses in the nation's second largest city. Key areas of focus include City Services, Procurement, and Convening Resources.
- Alongside the Community Development Department (CDD), **oversaw the implementation of the City's redesigned business assistance program, BusinessSource.** Responsible for strategy, content, and partnership development of the Business Source Centers. Worked closely with the City's partners to ensure they were providing the best possible business assistance to the small business and entrepreneur community.
- Developed programs related to areas such as job creation, economic development for disadvantaged communities and access to capital.
- **Negotiated and managed strategic partnerships with major corporate partners including Goldman Sachs, UBS, Kiva.org and Dun & Bradstreet to offer programs that benefit the City's small businesses.**
- Assisted the Executive Director of the Office of Contractor Relations with **developing and implementing programs that worked to increase the City's utilization of small, minority, women and disabled veteran owned business.**
- **Managed the Mayor's Small Business Advisory Council** which provided guidance to the City on policies and procedures that affect small business.
- Represented the Mayor's office at business events and to various business organizations.
- Served as a liaison between the small business community and the Mayor's Office of Economic and Business Policy.

LOS ANGELES UNIFIED SCHOOL DISTRICT

Director, Small Business Program

September 2010 – August 2011

- **Lead the Small Business Program for the nation's second largest school district.**
- **Increased the number of Small Business Enterprise (SBE) firms competing for bond-funded construction, architecture, engineering, and professional services contracts to meet the Board of Education's 25% small business utilization goal.**
- Provided referral services to technical assistance, financial, bonding and insurance, and SBE certification services.
- **Developed and executed seminars, symposiums, and special events for contractors, architects, engineers, construction management firms and elected officials to increase competition and promote Owner initiatives.**
- **Tracked and reported the District's small business utilization rates for use in evaluating future contractors.**
- Reviewed, evaluated, and scored Request for Qualifications and Request for Proposal submissions.
- Represented the District to elected officials, contractors, business community groups, trade organizations, labor unions, and public agencies concerning procurement policies and procedures.
- **Managed the Small Business Advisory Council** which provides guidance to the District on policies and procedures that affect small business.
- **Managed a team of five District employees and contract professionals.**

LOS ANGELES ECONOMY & JOBS COMMITTEE

Executive Director

January 2007 – August 2008

- Responsible for helping the Mayor of the City of Los Angeles retain and attract job-creating investments.
- Conducted broad-based collection and analysis of key issues, obstacles, and deterrents to business/job attraction and retention in Los Angeles;
 - Executed a comprehensive audit of existing L.A. business attraction and retention information and initiatives;
 - Reviewed and summarized the best business development practices across the country to guide the structure of L.A.-based initiatives designed to create quality jobs;
 - Recommended steps to improve the City of Los Angeles' ability to retain and attract job-creating investment;
 - Coordinated the Committee's efforts to retain or attract specific companies.
- Supervised research assistant, interns and pro-bono consulting firms.
- Reported directly to the Chairman of the LAEJC, Russell Goldsmith, CEO of City National Bank.
- The committee's final report can be viewed [here](#).

LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION

Westside Regional Manager

January 2004 – January 2007

- **Provided one-on-one, business assistance** services to companies located within the Westside Cities of LA County with the focus to attract, retain and expand businesses, and jobs within the region.
- Acted as confidential liaison with city and county officials, business leaders, real estate professionals and other economic development allies.
- Worked as an executive on loan to the newly formed Westside Economic Collaborative (WEC) to strengthen its development. Helped the WEC better understand its market, industry clusters and area needs.
- **Marketed and established relationships** with brokers, bankers, building owners, management companies, architects, facility managers, consultants and developers.

Director, Community Initiatives

January 1996 – December 2003

Administrator, Regional Business Assistance Network

- **Identified opportunities and developing community economic development** programs and initiatives to stimulate economic growth.
- **Responsible for management of the LAEDC** business assistance initiatives designed to improve business opportunities and competitive position of LA County.
- Developed and maintained relationships with over 300 federal, state, county, local and regional professionals.
- **Managed implementation of the Job Creation Investment Fund, a \$750,000 state** funded program to stimulate job creation activities within LA County.
- Awarded two additional grants to supervise workforce and economic development outreach programs throughout various regions of LA County.
- Supervised Department Coordinator and several project-based consultants.
- **Managed the LA County Regional Business Assistance Network (RBAN)**, a collaboration of all business service providers located in Los Angeles County, to create a “seamless referral system” for all participating businesses, along with many other projects which educated, connected and harmonized all phases of business.
- **Created Regional Business Assistance Resource Guide** for in house staff use and conducted training on all available programs and products available to economic development professionals.
- **Coordinated and facilitated quarterly meetings** for 200 attendees representing a wide range of service providers, community-based organizations, workforce development organizations and local municipalities.
- Facilitated quarterly Leadership Council meetings.

CITY OF LOS ANGELES, MAYOR’S OFFICE OF ECONOMIC DEVELOPMENT – LOS ANGELES LDC

Marketing / Public Relations Consultant

August 1995 – January 1996

*The **STAKEHOLDER Magazine***

Government and Community Relations / Managing Editor

June 1994 – August 1995

CORO FOUNDATION

Public Affairs Fellow

September 1993 – June 1994

EDUCATION

- Master of Public Administration, California State University, Long Beach
- Executive Master of Leadership, University of Southern California, Price School of Public Policy
- Bachelor of Arts, Black Studies, California State University, Long Beach
- Ross Minority Program in Real Estate, USC Lusk Center, School of Business

BOARD MEMBERSHIP

- Los Angeles County California Jobs First, Steering Committee Member and 2nd Vice Chair (2023 - present)
- South Los Angeles Transit Empowerment Zone Small Business & Entrepreneurship Workgroup, Co-Chair (2021 - present)
- Los Angeles Development Fund Advisory Board, Chair (2009 - present)
- Los Angeles County Economic Development Advisory Committee (2019 - 2020)

- Los Angeles LDC (community development financial institution), Chair (2000 - 2011)
- City of Los Angeles, Workforce Investment Board (2000 – 2006)
- Eastern LA County Small Business Development Center Advisory Board (1999 - 2003)
- CSULB Alumni Association, Board Member (1994 - 1996)

SKILLS

- Extensive economic analysis, strategic planning and program implementation experience
- Work well with diverse groups/individuals
- Excellent speaker and meeting/group facilitator
- Excellent interpersonal, organizational and team building skills