

Ellen Perry (Ellie) Marshall
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Skills

- C-Suite Experience
- Strategic Planning
- Leadership Coaching
- Operational Oversight
- Process Development
- Project Management
- Business Development
- P3 Collaboration
- Team Building
- Budgeting
- KPI's
- Speaker/Writer
- Business Ethics
- UI Assessment
- Multiple AI Tools
- Social Media

Industry Experience:

- ✓ Non-Profit
- ✓ Telecommunications
- ✓ Finance
- ✓ Energy
- ✓ Environment
- ✓ Agriculture
- ✓ Disabilities
- ✓ Labor
- ✓ Federal Government
- ✓ Construction
- ✓ Development
- ✓ Teaching & Coaching
- ✓ Arts & Culture

Education:

George Washington Univ.
Washington, DC

- MA-Phil/Social Policy
(Ethics and Business)

Florida State Univ.

- BA-Political Science

Clemson Univ.

- Undergrad Studies
- D1 Volleyball

Principal, 3 Skies Consulting Group, LLC (DBA) Perry Marshall Consulting, LLC

Helping businesses navigate their next big challenge:

- Fractional Chief Operating Officer or CEO
 - Mergers and Restructuring
 - Start-Up Operations
 - Strategic Initiatives
 - Organizational Change
 - Business Development
 - Policies & Procedures
 - Business Ethics
 - AI, social media, and CRMs implementation liaising
- Liaise on AI, 3-gen social media, cyber security and CRM automation for client seeking international exposure, resulting in 90-day turnaround of: 400% increase in lead-generation, 300% increase in social media presence, 200% increase in signed contracts, and 25% decrease in administration costs.
 - Strategic oversight to help change false narrative affecting the water rights versus agricultural rights debate in South Florida. Collaborated with environmentalists, economists, politicians, developers, farmers, homeowners, students and the media to improve communication between all parties, build future coalitions and educate the public on all aspects of the complicated debate.
 - Research, evaluation, authorship and presentation on the challenges of mobility (for The Palm Beach Mobility Initiative).
 - Public-Private collaboration on 4 multi-million-dollar construction project(s) needing collaboration with municipalities, engineers, architects, urban planners, general contractors, financing institutions, and designers.

Partial List of Clients:

- Economic Council of Palm Beach County
- Palm International Agricultural Summit
- Florida Power & Light
- Bailey Engineering
- Building Science Environmental Services
- Indian River State College, Corporate & Community Training Institute
- Florida Atlantic University, Institute for Design and Construction.
- Love Serving Autism
- Perry International Capital Group

Chief Operating Officer, The Arc of Palm Beach County (1/2020 - 11/2024) www.arcpbc.org

- Executive operational lead for \$21m non-profit in IDD community.
- Managed all operational aspects of triple merger of sister organizations into The Arc, resulting in organizational growth from \$8m to \$21m in 1.5 years.
- Implemented new, post-merger operational vision, strategic, and business plans. Executed all new operational functions for all 13 campus locations, 260 team members, 21 programs, 2 schools, and 5 ancillary/administrative departments.
- Analyzed and executed new agency Key Performance Indicators, evaluated data for planning and strategic improvement opportunities. Implemented MRI Work Speed, and internally developed tools for measuring. Resulting in 95% accuracy of annual operations and capital budgets under my purview.
- Administered, researched, authored, and maintained new, post-merger agency's policies, procedures and processes, while adhering to State mandates, funder compliance, and donor expectations.
- Lead business development collaborations with community and business partners as they related to: ESG (environmental, social, and governance) and CSR (corporate social responsibility), resulting in partnerships with 17 different company-client work contracts.
- Capital construction, external affairs and owner's representation executive on \$7.5m worth of capital construction & development projects, and \$12.3m of real estate sales or acquisitions, spread over 5 locations owned by The Arc, by collaborating with:
 - State governments on policy, zoning, and funding sources; Federal compliance agencies; County governments on land rights, deeds, zoning, and tax structures, Municipal governments on permits, zoning & building, utility infrastructure.
 - Private funders on grant allocations, potential donor presentations, and project updates. o Architects, urban planners, civil/ structural, environmental and mechanical engineers.
 - Professional consultants on legal, financial and policy matters.
- Executive Liaison for The Arc on all State, Federal and Local government laws, bills, procedural writing and interpretational needs, including new State Appropriations for programs, capital projects, APD regulations, DoE/VR regulations, FDOT regulations. (*'23 SoF increased Medwaiver reimbursements 15%.*)
- Executive-in-Charge of all Information Technology, Database Management, new Systems Implementation for The Arc.
 - Liaised with departments/team members and IT vendors on cyber security, HPPA compliance, State-compliance databases & reporting, grant/funder reporting requirements, client-record updates, payroll, AR/billing interfaces.
 - Conceptualized and built Florida's ONLY single-source IDD client tracking system that uses biometric facial scanning to determine the whereabouts and timing (down to the minute) of all 400 Arc clients and creates reports for all downstream users of data.
- Operational Executive-in-Charge of all:
 - 13 campuses & 22 buildings for facility maintenance, improvements, prevention opportunities.
 - Transportation & Fleet management efforts: staging, maintenance, routing, driver training, safety, and compliance of 55 vehicles and 60 drivers.
 - Agency's Safety & Health Taskforce, including Emergency and Disaster & Recovery Planning.
 - The Arc's Micro-Enterprises:
 - TJ's Café (\$200,000 annual income)
 - The Arc Thrift Store (\$270,000 annual income)
 - Artisan Pop-Ups (\$60,000 annual income)

Executive Vice President, Perry Marshall Builders, Inc.

Executed all administrative operations for the company, including contracting, estimating, human resources, customer service, community collaboration, engineering and urban designing, financing, and business development. Liaise for all custom home-building operations, owners' representative for design and project management.

Vice President of Operations - LiveOps, Inc. www.LiveOps.com

Directed \$20 million+ web-based tele-services company. Helped manage the company through successful merger. Directed 7000+ home-based, remote 1099 tele-services contractors and their management team.

Adjunct Professor Indian River State College / Colorado Christian Univ.

Curriculum: Ethics; Classical Philosophy; Humanities; World History; Writing; Literature.

Vice President -Building Science Environmental Services, LLC

Led Business Development and Operations for environmentally oriented, specialty construction company.

Member & Editor, Florida Professional Coalition on Chinese Drywall (www.ChineseDrywallProtocol.org).

Guest Instructor/Curriculum Designer on Chinese Drywall Remediation for: Indian River State College, Corporate & Community Training Inst; and Florida Atlantic University, Institute for Design & Construction.

Senior Project Manager - Kemper Insurance Companies

Directed Medical, STD, LTD and Managed Care data for managed care division of Kemper insurance, including database interfaces for two separate \$3 million projects.

Founder/Owner/President - Go van Gogh, Inc.

Conceptualized, built, funded and managed an interactive art studio specializing in ceramics, acrylics, sculpture, and mosaics for over 11 years. Located in Palm Beach County.

Other Positions:

- **Sr. Intergovernmental Affairs Officer - United States Department of Labor**
- **Director of Special Events - The White House, Conference on Aging**
- **Senior Event Coordinator - The Education & Leadership Forum**
- **Legislative Assistant- US House of Representatives** (House Select Committee on Aging)

EDUCATION:

- **George Washington University (Washington, DC)**
 - Master of Arts
 - Major: Philosophy & Social Policy – Emphasis on Business Ethics
- **The Florida State University (Tallahassee, FL)**
 - Bachelor of Arts, Cum Laude
 - Major: Political Science; Minor: Creative Writing
 - Intercollegiate Volleyball Player
- **Clemson University (Clemson, SC)**
 - Full Scholarship, Intercollegiate Volleyball Player

COMMUNITY INVOLVEMENT:

- Youth sports volleyball coach (30 years)
- Marginalized, minority and hardship student/athlete mentorship programs.
- Life Coaching & Mentorship - Refuge Ranch for Women
- Love Serving Autism - volunteer business consultant
- Jupiter Lighthouse & Museum - Luminary