

Bari Smith Bean

Experienced Governmental & Private Sector Executive

An experienced governmental and private sector leader with a keen ability to create new business initiatives from zero to operational. Professional experience with both business analytics and designing all creative marketing and communications assets. Ability to wear many hats from design assets and public presentations to analytics and forecasting development. Experience with international cargo shipping and travel logistics. An active leader in the Imperial Valley that is involved in many organizations and has the relationships and ability to cultivate support towards community development and engagement. Private and public portfolio of management and business development including acquisitions of funding, grants, and governmental appropriations for local organizations.

Key Experience

Jan 2006 - Present **Owner / Acting CEO (IV Regional Chamber of Commerce)**
Bari Smith Consulting
Facilitate technology workshops, create PowerPoint training and sales presentations, serve as event sales representative. Act as liaison to special groups and community organizations. Serve as event manager at special events, coordinate vendors, food permits, site operations, marketing and advertising assets. Create government proposals. International procurement and sales. Website design and marketing services. Proposal and technical writing/presentations.

May 2020 - Jan 2021 **Chief Executive Officer**
Imperial CBD Extraction, Badlands Provisions, HayRabbit
Company spokesperson for all presentations for investors, county, clients. Created product and industry forecasting reports/presentations. Managed facility operations and processing contracts. Represented company on multiple boards. Independently created Badlands Provisions Hand Sanitizer during pandemic: procured all necessary products, obtained FDA registration, managed labor crews, production, and personally sold \$250,000+ in three months. This is a small family business so I was responsible for wearing many hats. I was promoted to CEO from my previous two positions with the organization but continued with the responsibilities outlined in the two previous listed positions as well.

Aug 2019 - May 2020 **Chief Operating Officer**
Imperial CBD Extraction, Badlands Provisions, HayRabbit
Created proposal and facilitated hemp research growers program with IVC. Managed intern program. Created business proforma(s). Met with investors and provided all financial details and budgets. Coordinated with city/county for Imperial CBD Extraction building permits. Managed all procurement for ICBD facility. Managed personnel. Managed ICBD tradeshows. Created and managed www.imperialcbdextraction.com and social media. Created all promotional assets.

March 2019 - Aug 2019 **Director of Marketing**
HayRabbit
Managed HayRabbit, a small pet business. Facilitated and designed all tradeshows including booth design, marketing assets. Led tradeshow sales and client management including sales of a cargo container to Hong Kong. Traveled to China and won Global Small Pet Food of the Year (only US company honored) based on a product and packaging I designed. Designed and managed www.hayrabbitco.com Responsible for all procurement, advertising, promotion, social media and customer relations. Sold product line and onboarded with Tractor Supply. Filed and received exclusive Chinese business trademark.

Jan 2018 - March 2019 **Controller & Officer Manager**
Top Notch Seeds
Managed all accounting of the \$40million dollar annual sales including: accounts payable, accounts receivable, account reconciliation. Created all marketing assets including building a custom website, all brochures, tech sheets, custom seed tags, advertisements and corporate assets. Coordinated hr/safety/ osha schedule. Processed taxes, operating permits. Managed payroll. Facilitated purchasing and data/ technology onboarding.

Sept 2011 - Feb 2014 **Proposal & Graphic Specialist**
Tribal Tech/New West Technologies
Coordinated, designed, and managed company SharePoint site. Managed internal communications and new media. Met with key executives to provide creative conceptualization for developing PowerPoint Oral presentations. Designed document layouts including cover pages, annual reports and other marketing assets as needed. Created over 400+ graphics including: flow charts, tables, logos, layout designs, process diagrams and communications collateral. Subcontracted to Deloitte to with Lockheed Martin on a \$500 million dollar bid for DC3 contract (won).

Education

Dec 2015 **Harvard University**

- CORE Certificate — Business Analytics, Economics for Managers, Financial Accounting

May 2011 **Georgetown University, Magna Cum Laude**

- Masters — Marketing, Communications & New Media

May 2009 **Chapman University, Magna Cum Laude**

- Bachelor of Fine Arts — Digital Arts w/minor in Germanic Studies

Boards and Committees

2021 - Present Vice President, Imperial Valley Regional Chamber of Commerce

2021 - Present Member, California Women For Agriculture (CWA)

2021 - Present Member, Donors Of Valley Endeavors (D.O.V.E.S)

2020 - Present Member, P.E.O Chapter WU

2018 - 2021 President, Westmorland Chamber of Commerce

2019 - 2021 Chair, Imperial Valley Chamber Regionalization Committee

2019 - 2020 President, Joint Chambers



Personal Info

Address Brawley, California **10 Year Chinese Business Visa**

Phone 760-455-2682

E-mail info@barismith.com

Skills

Graphic Design & Marketing Specialist

Website Development & Social Media

Business Dev. Proposals & Grant Writing

Highly Experienced in Microsoft Office including Publisher/ Excel, SharePoint

Strong Public Speaking Presence

Special Event Coordinator & Facilitator

Exceptional Writing Ability

International Shipping and Export

Strong Organizational Leadership

Positive Relationship with Local Media

Self Starter that Get's the Job Done

Awards

2020: Cover of Valley Women Magazine

Department of Defense Award (DC3)

SPOT Award (NWT)

Proposal Excellence Award (NWT)

Business & Marketing Dev. Award (NWT)

Excellence Coin (Lockheed Martin)

2021 Ironman 140.6 Cozumel Finisher

2016 Ironman 140.6 Arizona Finisher