

December 27, 2021

To Whom It May Concern:

My name is Bari Smith Bean and I am an experienced governmental and private sector leader with a keen ability to create new business initiatives from zero to operational. I have professional experience with both business analytics as well as designing all creative marketing and communications assets. I thrive at wearing many hats from public presentations, analytics and business development to design assets. Additionally I have experience with trade shows, international cargo shipping, travel logistics, and a 10 year Chinese business visa. I am 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. I have a Masters in Marketing, Communications and New Media from Georgetown University and a business certification from Harvard University focusing in Business Analytics, Economics for Managers and Financial Accounting. Additionally, I have a Bachelors degree in Digital Arts from Chapman University. I have over fifteen years of professional experience which includes experience in executive management, business development and analytics, marketing, communications, customer service, facility operations, event coordination, Board leadership, as well as creative fields such as graphic design, website design and social media management. While this may sound as if I've spent short periods of time in a lot of different fields, the truth is that I'm highly successful at wearing multiple hats within a position and can perform the responsibilities of often what would-be more than one position. I have a passion for success and I am an incredibly hard worker that strives to continually exceed expectations. I am a native to the Imperial Valley and very involved with local organizations and Boards, which has created extensive relationships across private sector, public, and City lines. My professional, academic, and personal background demonstrate my tenacity for success and I believe below you will see highlighted experience that demonstrates why I am a perfect fit for a business development and marketing role with your organization.

### **Business Development & Marketing:**

I thrive in creating and developing new businesses and initiatives and have proven success in working with little resources or support to go from zero to award winning. While working with Currier Properties, a small family owned agricultural business, I started as a 'team of one'. The owners (farmers) wanted to focus their time in the fields and gave me the freedom to build their vision's into a reality. The owners had several entities and therefore several projects of extremely different natures going at one time including HayRabbit, growing hemp as part of a University program, and building a hemp extraction facility. One of my focuses was HayRabbit, a business that boxes hay for small animals such as rabbits. I developed and personally designed a company website, branding, and trade show assets. I marketed the business to Tractor Supply and successfully onboarded the products to their online sales. I then traveled to the Global Pet Expo where I sold (and did all export paperwork transactions) a 40ft cargo container of 3lb hay boxes for \$19.99 each (a 40lb bale sells for \$15) to Hong Kong. While I was managing HayRabbit I was also focused on the other company endeavors. I created the business pitch to become one of the first farmers approved to grow hemp with a University while at the same time writing numerous business plans, projections and designing all of the marketing assets for the new extraction facility, Imperial CBD Extraction. I worked collaboratively with the County and Agricultural Commission and wrote and received the first County approved hemp loan nationwide. Later that year I traveled to the China International Pet Show in Shanghai where I was the only female and only American to win an award; Global Small Pet Food of the Year for a pellet food I had personally designed and branded. Upon returning to the US, COVID hit. With a now operational (cryo-ethanol) CBD extraction facility I recognized a business and community support opportunity. I researched the CDC's approved ethanol based hand sanitizer (since the facility operated solely on ethanol) and quickly registered with the FDA, created branding, procured bottling from my relationships in Shanghai, and began productions. I managed all labor crews and production of this new product line and was fully operational within 15 days. In addition to local donations to school's, fire, hospitals, and others, I personally sold over \$250,000 in products in three months. My time with Currier Properties demonstrates my ability to learn new industries, quickly adapt, capitalize on opportunities, and successfully perform the role of multiple positions.

### **Community & Board Involvement | Multi-Agency Communications:**

Since 2018, I have played an active role with local Chamber's of Commerce. I served as President of the Westmorland Chamber of Commerce (2018 - 2021), President of the Joint Chamber of Commerce (2018-2019), Chair of the Regionalization Committee (2020 - 2021) and am presently Vice President and Acting CEO of the Imperial Valley Regional Chamber of Commerce (IVRCC). The IVRCC is the culmination of over two years of work to merge multiple local Chambers in the Imperial Valley. My time spent on this endeavor created a wide range of relationships that span across the entire Imperial Valley. Additionally, I am a part of Donors of Valley Endeavors (D.O.V.E.S), P.E.O, and California Women for Agriculture (CWA). I am comfortable facilitating workshops with small groups to networking with CEO's. I am a friendly, outgoing, optimistic people-person and would love to represent the lithium industry in the Imperial Valley and believe my variety relationships is a huge networking asset.

### **Technical Writing, Grants, Presentations & Policy:**

As President of the Westmorland Chamber, I successfully wrote and received two grants from the Imperial Irrigation District. In addition, while living in D.C. I worked on numerous government proposal teams as both a publishing editor as well as a presentation specialist (PowerPoint and bid proposals) and graphic designer for technical charts/concepts. In this field, I received several awards including a coin of excellence from the U.S. Department of Defense for my contributions to a \$500 million dollar proposal contract award as well as multiple Spotlight Awards. My experience working with technical writing and presentations within government contracting and proposal restrictions has developed a keen skill-set for creating both technical and creative presentations. As a bonus, I do not only create presentations; I enjoy writing press releases as well as I love speaking to groups of people and am highly confident delivering presentations or addresses.

I have the drive, integrity, and resourcefulness to play a key role for your organization as well as with the constituents that you serve and I would be thrilled to have the opportunity to play a key leadership role in your business development, marketing, and communications. I hold myself to a very high standard of professional excellence and service to others and I know my skill-sets and work ethic would be a huge asset to you. I'm sure you will have much interest in business development and marketing from many great candidates; however, I assure you that no one will work harder and with more integrity and dedication than I will. Thank you so much for your consideration, and reviewing my resume!

Sincerely,

*Bari Smith Bean*

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