

# ELIZA J. SPENCER, MBA, MPA, PMP

## SKILLS

Program & Project Management •  
Strategic Planning •  
Event/Conference Management •  
Strategic Communications • Leadership •  
Business Development • Proposal Writing •  
Innovation Management •  
Innovation Events •  
Writing/Editing/Quality Assurance

## EDUCATION

### Master of Public Administration (MPA)

Maxwell School of Citizenship & Public  
Affairs at Syracuse University

06/2014

### Master of Business Administration (MBA), Concentration in Marketing Management

Martin J. Whitman School of  
Management at Syracuse University

05/2013

### B.A., Theatre

University at Buffalo

05/2007

## CERTIFICATION

### PMP

Project Management Institute, 02/2020

## PROJECTS

### Spark A Conversation: The Future of Sexual Assault Prevention & Response Panel Discussion

Convened 4 panelists from across  
military, government and academia to  
discuss sexual assault prevention and  
where the field is going; resulted in 100  
audience members and additional social  
media reach.

## Innovator. Strategist. Program Creator.

@ spencer.eliza@gmail.com <https://www.linkedin.com/in/elizaspencer/>

☆ www.elmhavenconsulting.com

## SUMMARY

An entrepreneur and leader with 15 years' experience focused on healthcare and innovation consulting with proven results. Performed portfolio management of multiple IDIQ task orders including managing the budget lifecycle, program evaluation, and reporting milestones, key performance indicators, and managing subcontractors and 1099 staff for multi-million-dollar contracts. Experience with human-centered design, innovation implementation, IT project management, communications strategy, as well as primary and secondary research.

## EXPERIENCE

### Founder/CEO

04/2021 - Present

#### Elmhaven Consulting LLC

Lead independent work supporting Federal consulting and nonprofit clients.

- Coordinated seven conferences for the Department of Veterans Affairs (VA), including all planning, execution, reporting, and communications activities, totaling 1000+ VA participants
- Led a team of four to support the project management of the DHS Records Management Office, including coordinating a Records Management Symposium with speakers from DHS and National Archives
- Created breakout room structure and materials, drafted event communications, and built project plans
- Drafted strategic plan for a leading Veteran-based nonprofit organization
- Wrote and edited multiple Federal contract proposals across VACO, VHA, VBA, DoD, HUD, HHS/SAMHSA, CDC, and DOL

### Senior Manager

03/2016 - 03/2021

#### Enterprise Resource Performance, Inc. (ERP*i*)

Senior Manager (12/2018-03/2021), Manager (12/2016-12/2018), Senior Consultant (03/2016-12/2016)

Led Federal white space business development efforts in DoD including market sensing, pipeline building, leveraging SMEs, writing RFIs and leading capture and proposal efforts. Managed a diverse project portfolio in DoD and VA ranging from healthcare innovation implementation to mental health/suicide and sexual assault prevention. Coached junior staff, managed stakeholder relationships, oversaw budgets and deliverables, and supported business development efforts.

- Identified and pursued new business opportunities within existing accounts amounting to an additional \$2 million in revenue
- Managed \$1.2 million, 10-person contract focused on designing and delivering a comprehensive sexual assault prevention training program to DoD leadership; achieved 15% profit
- Led team of 11 staff to provide program and portfolio management to the Veterans Health Administration (VHA) Innovation Ecosystem as part of a \$5.008 million contract; achieved 20% profit
- Developed Salesforce-based crowdsourcing tool for VHA innovation management
- Executed communications plan, including writing blogs and social media posts to engage innovators inside and outside of VA/VHA
- Led team of 10 staff to develop, deliver, and implement in-person and onsite trainings for VA's Homeless Veterans Program Office to over 100 VA sites across the country for a \$4.3 million contract; achieved 20% profit
- Implemented selected best practices at ten VA medical facilities for VHA's Diffusion of Excellence, resulting in improved processes and access to care for Veterans
- Coordinated the Diffusion of Excellence Summit, a strategic planning event in Orlando, FL, convening over 100 VHA stakeholders from VA medical centers across the country and industry experts

## PROJECTS

### Corporate SharkTank

Spearheaded and implemented an internal corporate "SharkTank", resulting in 119 submitted ideas, 10,837 votes, 857 comments, over 7400 views of the ideas, 20 Finalist ideas, and 9 selected corporate initiatives over the course of two years.

### Corporate Rebranding

Co-led corporate rebranding effort from project conceptualization to implementation to sustainment. Deliverables included a new corporate logo, animated marketing video, recruiting video, new website, and associated social media platforms.

## AWARDS

☆ ERPi Employee of the Year

☆ Grant Thornton Employee Recognition Award for Client Delivery

☆ Whitman Alumni Award for the Betterment of the Whitman Community

## EXPERIENCE

### Senior Associate

12/2014 - 03/2016

#### Grant Thornton LLP

Senior Associate (08/2015-03/2016), Associate (12/2014-07/2015)

Participated in multiple, concurrent Federal client projects. Managed a \$1.6M contract with little oversight after both the Senior Manager and Manager left the firm; closed the contract with 18% profit. Responsibilities included overseeing subcontractors and working with A/P to ensure proper government invoicing and payment to subcontractors. Supported business development efforts in tandem with client delivery.

- Maintained and responded to Congressional inquiries on specific exchange students and school programs in the US for DHS Student and Exchange Visitor Program (SEVP)
- Conducted hundreds of interviews with providers and support staff at 12 VA medical centers, wrote a Gap Analysis report, and presented findings to high-level VA specialty care stakeholders
- Developed staffing models for VA specialty clinics by analyzing data from 50 VA medical centers and collaborating with data scientist; drafted and presented implementation report
- Authored one section of the Congressionally-mandated Veterans Access, Choice and Accountability Act (VACAA) Assessment G Staffing and Productivity and Integrated Report
- Conducted 15 compliance review site visits to nine grant-funded State Veterans Cemeteries across the country by measuring cemeteries against 109 VA Operational Standards and Measures

### Consultant

01/2013 - 06/2014

#### Syracuse University

Maxwell School and Whitman School Short-Term Consultant

- Developed an awards framework for the Congressional Management Foundation that was implemented within a year
- Led the creation and presentation of the ShadowStripe™ Integrated Marketing Plan for SRC, Inc.

### Research Associate

08/2013 - 01/2014

#### Institute for Veterans and Military Families (IVMF)

- Conducted extensive secondary research in support of a collaborative project with the George W. Bush Institute
- Drafted abstracts in support of the Stage 1 literature review aimed at highlighting gaps in successful post-9/11 Veteran reintegration

### Marketing and Communications Intern

05/2012 - 06/2013

#### Institute for Veterans and Military Families (IVMF)

- Examined the marketing for an entrepreneurship program and presented a marketing report and deck that included competitive research, rebranding and identity updates, and recruitment and core audience engagement strategies
- Edited and project managed the "Guide to Leading Policies, Practices & Resources: Supporting the Employment of Veterans & Military Families" and "Navigating Government Benefits & Employment: A Guidebook for Veterans with Disabilities."

### Workflow Coordinator | Office Coordinator

05/2007 - 06/2011

#### Jager Di Paola Kemp Design

- Managed all project workflows and schedules in the NYC office, to ensure proper execution of work and to define designers' overall workload and level of effort
- Engaged in group strategy sessions, including a brainstorm for a paint brand needing a new product name that had whimsy and intelligence, resulting in the selection of my brand name, "Wink"