

JANIE R. TISDALE
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SUMMARY

Accomplished diversity and communications professional. Demonstrated leadership in developing strategies aligned with corporate and non-profit sector business plans. Success in generating positive bottom line results in both domestic and international markets.

- Problem Solving
- Outreach Development
- Collaborative
- Research

PROFESSIONAL EXPERIENCE

INDEPENDENT CONSULTANT

1988 – Present

Children's Express Worldwide, Washington, DC (1999 – 2001)

South Africa Project Representative

Fostered global expansion initiative for South Africa. Identified funding sources resulting in an estimated \$300,000 financial and pro bono services commitment for bureau start-up phase.

- Led advanced development work to establish three sustainable Children's Express news bureaus (Soweto, Johannesburg, Cape Town) to amplify the voices of historically disadvantaged youths to the adult mainstream media.
- Coordinated relationships and partnerships with organizations, political and educational leaders, and Foundations worldwide.
- Facilitated ongoing communications with Children's Express bureaus and contacts to oversee development of future bureaus. Worked with many organizations including, but not limited to:

- Citigroup Private Bank
- Johnson & Johnson
- Cable & Wireless
- South African Broadcasting Company (SABC)
- BUSH 89.5FM (South Africa's largest radio station)
- Delano Lewis, Ambassador to South Africa

Black Entertainment Network (BET), Washington, DC (2000 – 2000)

Marketing and Community Relations

Created company-wide community relations and contributions program to support the achievement of company goals focused on instilling employee pride, enhancing public image, and responding to community needs.

- Researched and designed materials to ensure rollout of outreach projects to underserved communities with BET facilities in locale.
- Assembled a youth team to create slogans for public awareness campaigns targeting young audiences including AIDS (*Rap it Up*) and voting rights (*Rock the Vote*).

Adecco Employment Services, Inc, USA, Washington, DC (1997 – 1999)

Office of Corporate Diversity

Developed community relations and outreach initiatives for over 300 U.S. offices. Selected Adecco Associate of the Year for outstanding performance.

- Implemented diversity strategies to enhance client relationships through development of multi-cultural workforces in the United States, Australia and Canada.
- Managed day-to-day operations; assisted in the development of corporate supplier diversity initiative; oversaw efforts of National Diversity Advisory Board and divisional sub-councils.

JANIE R. TISDALE

- Authored four diversity-related articles; created six ads for internal and external publications. Wrote and designed several award winning communications.

Citibank, N.A., World Wide Securities Division, New York, NY (1991 – 1996)

Global Clearing and Client Services

Started innovative new operating unit and bank program for credit monitoring and systems documentation for risk minimization.

- Acted as liaison with internal management groups and select Citibank Global Network branches on trading securities for over 200 major Custody and Trust relationships representing approximately \$5 billion.
- Maintained knowledge of latest market practices, government regulations and trends as they pertained to securities markets in various countries in Eastern and Central Europe including former Eastern block countries, Asia and Latin America.

Time Inc./Time Warner Company, New York, NY (1988 – 1991)

Special Projects

Worked with Publishers, Senior Editors and executive management team in creating and presenting several domestic and international roundtables for both FORTUNE and TIME Magazines on various subjects including economic, social and political concerns.

- Coordinated one of America's first *National Education Summits, Saving the Schools* with former President Bill Clinton as guest speaker.
- Managed all facets of on-site events, initiated and maintained contacts with guests and participants to maximize impact and visibility of Time Incorporated and its subsidiaries.
- Served as conduit for TIME Magazines' international production staff and field reporters on *Operation Desert Storm* during Persian Gulf War crisis.
- Facilitated internal and external focus groups on U.S. position in Iraq.

John E. Carbaugh, Jr., Esquire/Foreign Affairs Advisor, Washington, DC (1986 – 1987)

Senior Executive Assistant

Employer was a senior foreign affairs advisor to Senator Jesse Helms.

- Attended on quarterly basis select U.S. Senate sub-committee meetings on defense spending and various foreign relations subjects.
- Served as liaison between Director and defense personnel, lobbyists, U.S. and foreign dignitaries on defense issues; planned and hosted permissible social and business events.

EDUCATION

The George Washington University, Washington, DC
Pace University, New York, NY

Criminal Justice Studies (1 year)
Marketing/Business Administration (2 years)