

# LINDA G. BROADY-MYERS

## SUMMARY

Highly qualified professional offering more than 30 years' experience with executive management background in human services, non-profits, fundraising, grant writing, advocacy, human resources, and public transportation, Americans with Disabilities Act (ADA), financial management and financial fraud. Results-focused, passionate effective leader with proven ability to successfully advocate for human services issues and turn around financially troubled organizations and accounts.

### KEY COMPETENCIES

- Strategic Planning and Infrastructure Analyst
- Fundraising Development
- Grant Writing Management
- Advocacy and Engagement Development
- Human Services Management
- Non-Profit and Consumer based Leader
- Policy and Procedure Development
- Assistive Technology Advisor
- Training Programs Developer
- ADA Leadership Trainer
- Effective Speaker/Presenter
- Community Relations Partner
- Human Resources, Conflict and Problem Management
- Volunteer and Customer Service Management
- Financial and Contract Negotiator
- Physical, Structural and Financial Management

## PROFESSIONAL AND LEADERSHIP EXPERIENCE

### Customer Experience Advocate ~ MV Transportation (contracted by MARTA)

May 2016 to present

*As the Customer Experience Advocate, I am dedicated to improving our customer's experience by focusing on the customer. I must carefully "manage" our customer's expectations, which will entail that customer expectations be reset based upon the realities of MARTA Mobility service requirements according to FTA ADA Regulations. I relentlessly drive resolution which requires resources and/or agreement across several departments.*

- Honest, Responsive and Direct Communication
- Exhibiting an image of Integrity and Transparency
- Building strong viable community relationships
- Consistently remind our customers of actual realities vs. what customers believe or want the service to be...
- Engaging in community outreach events
- Attend and request to speak at consumer, civic and faith based meetings
- Develop a professional relationship with Dialysis Centers and Adult Daycare Centers management staff
- Establish and utilize resourceful federal, state and local governmental relationships
- Conduct ADA Awareness and Etiquette Training to staff
- Advocate and use alternative transportation options when possible, such as fixed route and rail
- Know the trends concerning complaints

### Interim Executive Director/CEO ~ Virginia Voice, Inc.

December 2014 to March 2016

*Primary communicator with the Board of Directors, staff, press and donors ensuring the smooth continuation of operations, including*

- Fundraising Development resulting in securing increased and additional funds
- Increased Individual Donation by more than 21%
- Increased Foundation Donations by more than 14%
- Programming and Technical needs concerning the provision of the services
- Annual Audit and Risk Management resulting in transparency and improved record keeping procedures
- Compliance with all non-profit legal and regulatory requirements
- Supporting and supervising staff resulting in enhancement of moral and increase in work performance and initiative
- Financial Operations resulting in development and implementation an efficient process for handling all funds
- Communication with the investment manager and all other financial matters resulting a clear understanding of financial risks

### ADA Community Outreach Liaison ~ Keolis Transit America

August 2013 to November 2014

*Position and duties transitioned from GRTC Transit System to contracted company, Keolis Transit America, August 2013.*

- Maintain, Monitor and Investigate Customer Complaints

### ADA Community Outreach Liaison ~ GRTC Transit System

January 2013 to August 2013

*Advocate and link between residents with disabilities and GRTC Transit System/Keolis Transit America. Provided information and resources to customers, human service agencies and consumer groups regarding GRTC's Para-Transit Community Assistance Ridership Enterprise (CARE) Service and coordinate efforts to identify and resolve concerns of individuals with disabilities.*

### Key Accomplishments

- Developed and maintained relationships with Human Service groups representing individuals with disabilities
- Created and conducted "Disability Awareness and Etiquette Training" to staff as well as to external partners
- Facilitated community meetings regarding CARE service
- Provided feedback from CARE customers to executive management to ensure that questions/concerns were addressed
- Effectively communicated all service changes and other pertinent information to CARE customers

- Coordinate initiatives designed to promote GRTC CARE services such as improved accessibility and flexibility of fixed route service

**Reader Advisor/Administrative Assistant/Receptionist (Volunteer/full-time)  
Library and Resource Center ~ Virginia Department for the Blind and Vision Impaired  
July 2001 to July 2012**

*Performed receptionist, clerical and administrative duties to include assisting patrons with library services and enrollment; Proofreading of Braille textbooks and correlating Braille textbooks; Greeting visitors and enforcement of security procedures;*

**Key Accomplishments**

- Created the Reader Enrollment and Delivery System (READS) Manual for Administrative Office Specialist, Reader Advisor and Librarian
- Assisted with the production of Braille Textbooks for blind and vision impaired students K-12 throughout the Commonwealth of Virginia
- Enrolled all eligible applicants, within Virginia, for access to National Federation for the Blind (NFB) Newsline Service

**Vice President, Corporate Security and Compliance Specialist/Fraud Investigator**

**Wells Fargo Bank** (formerly Wachovia Bank, First Union Bank, First American Bank)

**July 1987 to December 1996**

*Managed and directed operations for all Commonwealth of Virginia accounts. Managed and trained newly hired fraud investigators. Investigated alleged forgery and fraud claims on Commonwealth of Virginia accounts. Managed all bank robbery investigations, disaster & recovery, business development, production, human resources and administrative affairs associated with physical, monetary and structural losses in Hampton Roads and later in central Virginia; collaborated with law enforcement agencies to reduce financial losses; Successfully developed and nurtured strong contacts with internal and external legal and investment banking communities. Provided professional and strong leadership skills to more than 150 employees;*

**Key Accomplishments**

- Managed investigations and processing of all physical, monetary and structural losses
- Designed and implemented loss prevention procedures that transformed Commonwealth of Virginia accounts from severe financial losses due to massive forgery claims to strong sustained bottom line profitability
- Designed and implemented additional bank standards used by investigators when working fraud cases

**Human Resources Director/Officer**

**Wells Fargo Bank** (formerly Wachovia Bank, First Union Bank, First American Bank)

**April 1984 to July 1987**

*Managed all aspects of Human Resources for more than 350 employees; provided professional leadership to employees with responsibility for all functions within the Human Resources Office to include employee relations, recruitment and staffing, employee performance assessment, employee development, and employment policy establishment. Collaborated with department heads and corporate senior executives to maximize productivity by developing a more detailed performance evaluation process and initiating incentive programs for employees. Developed and administered training seminars for all new employees. Provided creative design of recruitment ads for publication; Conducted criminal background checks and Discrimination and Workers' Compensation investigations; managed hiring process for prospective employees;*

**Key Accomplishments**

- Delivered substantial savings by reducing employee turnover
- Instituted new career development paths resulting in better employee and management relations
- Developed and Implemented workplace etiquette and diversity training to mid and upper-level management
- Implemented Training Program for Management Trainees, Tellers, Customer Service and New Accounts Representatives
- Managed investigations and processing for all Discrimination and Workers' Compensation claims

**STRATEGIC PLANNING, ADVOCACY, ADVISORY AND VOLUNTEER EXPERIENCE**

**Virginia Association of Fundraising Executives (VAFRE)**

Member ~ since May 2015

**Emergency Support Function 6 Committee (ESF6)**

Member, since January 2015

**International Association of Audio Information Services (IAAIS)** Member ~ since December 2014

**State Rehabilitation Council for the Blind and Vision Impaired (SRC)**

Member, August 2014 to June 2018 ~ Gubernatorial Appointment

**City of Richmond Aging and Disability Advisory Board**

Member, January 2014 to December 2018  
Mayoral and Richmond City Council Appointment

**Central Virginia Emergency Management Alliance (CVEMA)**

Outreach Committee Member, since January 2014  
Mid-Atlantic ADA Center ADA Leadership Network (ADA-LN) Trainer/Member, since October 2013

**Virginia Board for the Blind and Vision Impaired**

President, July 2012 to June 2018 ~ Gubernatorial Appointment

**Community Emergency Response Team (CERT)**

Advisory Committee  
Member, January 2012 to Present ~ Directorial Appointment

**Virginia Fair Housing Board**

Member, July 2011 to June 2018 ~ Gubernatorial Appointment

**Virginia Voice Board of Directors**

Director/Vice President, July 2008 to June 2014

**Greater Richmond Transit Company Board of Directors**

President, November 2007 to December 2012  
Mayoral and Richmond City Council Appointment

**Virginia Information Technologies Agency Accessibility Workgroup**

Member, 2004 to 2005 ~ Gubernatorial Appointment

**Elderly and Disability Advisory Committee**

Richmond Regional Planning District  
Chairperson, February 2002 to July 2012  
RRPDC Appointment

**Commonwealth of Virginia Medicaid Infrastructure Grant Advisory Committee**

Member, 2001 to 2003 ~ Gubernatorial Appointment

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## AWARDS AND REGONITIONS

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- Boomer Magazine's ~ Richmond's 2011 Ten Most Influential and Inspiring People ~ "The It List"  
Richmond's Ten Most Influential and Inspiring People
- Lions' Melvin Jones Award for Outstanding Leadership ~ 2010

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## EDUCATION AND TRAINING

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- M.S. ~ Criminal Justice, Old Dominion University, 1994
  - B.A. ~ Graphic Arts, Norfolk State University, 1977
  - A.A. ~ Clothing Technology, Norfolk State University, 1977
  - Let's Talk Talent: Disability Inclusion Strategies  
ADA Mid-Atlantic Center, 2014
  - ADA Leadership Network  
ADA Mid-Atlantic Center, 201
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