

December 20, 2023

RE: Search Committee

Grambling State University – Grambling Louisiana
The University of Louisiana System, Grambling State University - President

Dear Esteemed Search Committee,

It is with great honor that I express my candidacy for the Presidency role at Grambling State University, propelled by an unwavering passion for pioneering innovative strategies that align seamlessly with the institution's pursuit of a visionary and entrepreneurial leader. My academic career as the Vice Chancellor of External Affairs and Chief of Staff at LSU Health Shreveport attests to my dynamic leadership style, marked by transformative initiatives and strategic accomplishments. A prior career in governmental affairs gives me a unique skill set for policy development, legislative relations, budgetary issues, and capital improvement projects.

In my role at LSU Health Shreveport, I successfully orchestrated multiple ground-breaking initiatives, secured substantial funding for projects such as the Center for Medical Education and Emerging Viral Threats, gross anatomy lab, and the comprehensive emergency water supply project. These accomplishments exemplify a proven track record of academic leadership and strategic financial management. My commitment to fostering strong community relations is demonstrated through extensive collaboration with local, state, and federal entities. This has been manifested through the establishment of multiple Memorandums of Understanding (MOU's) agreements with historically black colleges and universities, local municipal governments, and federal agencies aligning with the School of Medicine and the School of Graduate Studies guaranteed interview program and the LSU Health Shreveport research enterprise.

It has been my goal to consistently prioritize a student-centered approach, evidenced by our increase in diverse student applications to medical and graduate school programs through the strategic MOU agreements. My collaborative management style and transparent communication have empowered high-performing teams and contributed to the institutional success achieved under my leadership. Furthermore, I bring a wealth of executive experience, taking an institution off fiscal watch through meticulous budgetary responsibility and a documented record of working with all higher education systems, including Louisiana State University, Southern University, University of Louisiana, and the Louisiana Community and Technical College System. My unique involvement in negotiating athletic conference agreements with the Big 12 and SEC conferences and my leadership in negotiating ESPN television agreements reflects my high-level executive experience in collegiate athletics.

Academically, my credentials include a Doctor of Business Administration, a Master of Business Administration, and postgraduate studies in Industrial-Organizational Psychology, aligning with the preference for an earned doctorate and administrative experience in higher education. Certifications in Diversity, Equity, Inclusion, and Digital Wellness underscore my commitment to professional development.

Alignment with Desired Qualifications

I have consistently demonstrated a commitment to transformative leadership and strategic vision throughout my career. As the Vice Chancellor of External Affairs and Chief of Staff at LSU Health Shreveport, I established and implemented groundbreaking initiatives that have had a lasting impact on the institution. In the last three years, I have successfully secured \$103.7 million in capital outlay dollars to establish the Center for Medical Education and Emerging Viral Threats, upgraded the gross anatomy lab, and created a comprehensive emergency water supply program, to name a few that showcase my proficiency in strategic financial management. Moreover, my dedication to fostering community engagement through MOU's with local entities, municipal governments, and historically black colleges reflects a comprehensive approach to academic leadership and collaboration.

The degree of correlation with the desired qualifications is as follows:

- Strategic Funding Acquisition and Academic Leadership:
 - Successfully secured groundbreaking \$103.7 million capital outlay resources to support a new state-of-the-art Center for Medical Education and Emerging Viral Threats, showcasing a track record of academic leadership and strategic financial management.
 - Secured \$28 million in direct appropriations for critical healthcare initiatives, demonstrating a commitment to fundraising and economic development.
- Community Engagement and Collaboration with Transparent Communication:
 - Conducted extensive community and public-school visits, fostering collaborations through MOU agreements with local entities, showcasing a commitment to strong community relations.
 - Established MOU agreements with municipal governments for research opportunities and health fairs, aligning to foster community engagement.
- Empowering Others and Collaborative Management:
 - Led high-performing teams as an institutional impact and innovation coach, surpassing organizational goals and championing student success initiatives.
 - Committed to transparent communication and collaborative management, empowering faculty, staff, and students to contribute to institutional success.
- Student-Centered Approach and Commitment to Shared Governance:
 - Developed MOUs with historically black colleges and universities, encouraging student applications to medical and graduate programs, showcasing a commitment to a student-centered approach.
 - Demonstrated commitment to shared governance through advisory roles in shaping institutional vision and developing strategic priorities.

- Institutional Transformation and Fiscal Responsibility:
 - Contributed to taking an institution off fiscal watch and financial distress, aligning with the Board's desire for a visionary leader focused on exceptional performance and economic development.
 - Enhanced campus security and presence through strategic relocation, emphasizing transparent communication with stakeholders and collaboration with various law enforcement agencies.

- Leadership in Collegiate Athletics and Strong Community Relations:
 - Conducted collegiate athletic scouting efforts for the Independence Bowl organization for over ten years, negotiating SEC and Big 12 conference agreements, ensuring compliance with regulations, and showcasing high-level executive experience.
 - Successfully led institutional advancement, building strong relationships with the local community, alums, and philanthropic supporters to position the university as a positive force in the region, state, and nationally.

- Academic Qualifications and Commitment to Professional Development:
 - Holds a Doctor of Business Administration, a Master of Business Administration, and postgraduate studies in Industrial-Organizational Psychology, aligning with the preference for an earned doctorate and administrative experience in higher education.

I am excited about the opportunity to discuss my leadership skills in detail and how they can contribute to the continued success and advancement of Grambling State University. I am grateful for your consideration of my application, and I have enclosed my detailed curriculum vitae, which provides additional insights into my career achievements and qualifications. I hope the esteemed search committee will look favorably upon my candidacy.

In Service,

Markey W. Pierre', DBA, MBA

EMPOWERING A CULTURE OF EXCELLENCE & MAXIMIZING ORGANIZATIONAL OUTCOMES

Markey Pierre has over 25 years of experience leading change in complex matrixed organizations, academic health centers, and universities, delivering innovations in bench-to-bedside discovery, and facilitating collaborations between academic and community partners to achieve holistic student success.

- Executive-level leadership experience in higher education administration, specifically fundraising, infrastructure and capacity building, innovation and technology, and board of trustee governance.
- Successfully secured over 200 million dollars to support enterprise-wide renovations and academic program expansions.
- Institutional impact and innovation coach with significant experience leading high-performing teams that drive workstreams and initiatives that exceed organizational goals.
- Successful experience leading and executing strategic planning; substantive and decisive evaluation of academic programs, learning outcomes, and assessment methodologies; developing innovative educational programs aligned with SACSCOC, AAMC, and LCME accreditation standards.
- Student Success champion with a proven track record as an advisor to the Chancellor in casting institutional vision and setting bold strategic priorities.
- Considerable experience working with faculty, staff, and community partners to reimagine the future of the workforce for the state, region, nation, and globe.

CORE COMPETENCIES

Fundraising and Grant Writing • Strategic Planning • Student Advocacy • Budget Development • Innovation
• Contract Negotiations • Government Affairs Advocacy • Marketing • Process Optimization •
Organizational Development • Team Building and Leadership • Leading Change

EXECUTIVE EXPERIENCE

LSU HEALTH SHREVEPORT

Vice Chancellor of External Affairs and Chief of Staff

2021 to Present

KEY ACCOMPLISHMENTS

INSTITUTIONAL ADVANCEMENT | INFRASTRUCTURE DEVELOPMENT | STRATEGY

- Effectively secured \$103.7 million in capital outlay for project appropriations, marking a pivotal milestone for LSU Health Sciences Center Shreveport. The forthcoming Center for Medical Education is the institution's inaugural building in the last 15 years, underscoring our commitment to advancing healthcare education and infrastructure development.
- Successfully secured \$28 million in direct appropriations strategically allocated across critical initiatives. This includes establishing a state-of-the-art mobile cancer screening unit, integrating a cutting-edge Nanoscan PET/CT unit, and implementing a sophisticated digital radiography system.

- Initiating a pioneering simple science early exposure pilot program, facilitating faculty recruitment in cancer-related fields and fortifying budgets for enhanced stability.
- Fostered and developed groundbreaking collaborations through memorandums of understanding agreements with Louisiana historically black colleges and universities that encourage diversity and increase the number of students that apply to our School of Medicine and Graduate Studies through a guaranteed interview program.
- Strategically spearheaded and executed the institution's overarching strategic plan, meticulously emphasizing student success, innovation, service excellence, equity, inclusion, and rigorous fiscal stewardship. This encompassing strategy extends its purview over the School of Medicine, the School of Graduate Studies, and the School of Allied Health Professions.
- Elevated and broadened corporate alliances through strategic initiatives encompassing research collaboration, innovative curriculum redesign, cultivated planned giving, amplified scholarship opportunities, bolstered endowments, and enriched employment engagements by more than 30% and more than 30 million dollars YTD.
- Championed initiatives to tackle institutional challenges by establishing an institutional emergency management committee. Instrumental in coordinating statewide testing efforts, orchestrating a robust COVID-19 response, and driving vaccine awareness campaigns impacting more than 15,000 students, faculty, staff, and campus community members.
- More than \$300,000 secured through major grant writing activity through local, state and federal funders.

SOUTHERN STRATEGY GROUP OF NORTH LOUISIANA

PRESIDENT AND MANAGING PARTNER

2006 to 2020

KEY ACCOMPLISHMENTS

POLICY | PARTNERSHIP | ADVOCACY | CAPACITY BUILDING

- Established unparalleled access to preeminent policymakers in the region, cultivating robust relationships with key decision-makers at the capital. This strategic network is a cornerstone in navigating and influencing policy landscapes, positioning the institution at the forefront of pivotal discussions, and ensuring a decisive impact on shaping critical decisions.
- Managed and optimized diverse client portfolios, commanding authority over a diverse spectrum—from Fortune 500 corporations to school boards, gaming and entertainment venues, municipal entities, and professional and trade associations. Delivered unparalleled expertise in navigating policymaking intricacies, steering appropriations, and orchestrating capital outlay strategies across multifaceted domains such as higher education, K-12, construction, healthcare, maritime law, and municipal government valued at more than 500 million dollars.
- Successfully secured a substantial \$7.845 million in funding, meticulously allocated towards site development, land acquisition, and the comprehensive planning and design phases for transformative projects at Southern University at Shreveport. This strategic financial acquisition encompasses establishing a state-of-the-art classroom building, a dynamic student activity center, optimizing nursing school operations, and launching a cutting-edge business incubator.
- Instrumental in securing an additional \$69.5M funding for LA School Systems over several years, increasing the base per pupil, expanding the high-cost services for students, and raising the supplemental course allocation weight per student.
- Successfully negotiated conference agreements with Big 12 and SEC for the 11th oldest college football bowl game in the country. Secured title sponsorship agreement for continued success of bowl game. Scouted

college football games across the country for more than 10 years and worked to closely with leadership to ensure compliance with NCAA regulations. Skillfully negotiated ESPN contracts as continued television sponsor and ensured NCAA network guideline and timetables were adhered.

Wimbley Construction Company, LLC

2004 to 2009

VICE PRESIDENT & CHIEF OPERATING OFFICER

- Elevated the standard of customer service to new heights and substantially reduced employee turnover through the comprehensive overhaul and implementation of an updated firm handbook and a suite of policies.
- Revitalized the company's strategic planning and elevated its visibility through a comprehensive overhaul of marketing materials, a dynamic website redesign, and the implementation of structured employee weekly meetings. Additionally, established a rigorous cadence for accurate performance reporting.
- Strategically attained 8(a) certification and effectively secured new contracts with prestigious military entities, namely Barksdale Air Force Base and Ft. Polk (now Ft. Johnson).
- Orchestrated the seamless integration of cutting-edge job estimating software, a strategic move designed to optimize bid submission timelines, ensure pricing consistency, and drive notable cost reductions while concurrently elevating overall profitability.
- Implementation of state-of-the-art job estimating software, a transformative move geared towards precision in bid submissions, ensuring unparalleled consistency in pricing, substantial cost reduction, and marked increases in overall profitability.

ADDITIONAL INDUSTRY LEADERSHIP EXPERIENCE

Director of Government/Media/Community Affairs - Eldorado Resort Casino Shreveport

Director of Finance, Sci-Port Discovery Center

Assistant Manager, City of Shreveport/Dept. of Community Development

Accountant, Accu-Tech Business Forms, Inc.

ACCREDITATION EXPERIENCE

Southern Association of Colleges and Schools Commission on Colleges (SACSCOC)

Liaison Committee on Medical (LCME)

Association for the Accreditation of Human Research Protection Programs (AAHRPP)

ACADEMIC TEACHING EXPERIENCE

Academic expertise: Human Resource Development, Entrepreneurship, and Organizational Leadership & Behavior

Wiley College, Faculty, School of Business and Social Sciences (2015-Present)

- Course – Organizational Ethics
- Course – Organizational Behavior
- Course – Organization Communications

Southern University at Shreveport, Adjunct Professor

- Course – Business Finance

U.S. Chamber of Commerce/Institute for Organization Management, Faculty

- Course – Building Strategic Partnerships
- Course – Effective Government Affairs Programs
- Course – The Role of DEI

EDUCATION

Doctor of Business Administration, Walden University

Master of Business Administration, Nova Southeastern University

Post Graduate Studies in Industrial: Organizational Psychology, Louisiana Tech University

Bachelor of Science in General Studies: Business and Finance, Louisiana Tech University

PROFESSIONAL DEVELOPMENT

Diversity, Equity, and Inclusion, Cornell University

Digital Wellness, Digital Wellness Institute

Leadership Louisiana Graduate, Leadership Shreveport Bossier Graduate, Louisiana Tourism Advocacy Leadership Graduate

SCHOLARLY ENGAGEMENT

Keynote Speaker:

- Grambling State University - Student Leadership Institute, January 2022
- Annual Meeting, Southern University at Shreveport Radiologic Technology Pinning ceremony, Shreveport, LA August 2022.
- Annual Meeting, LA Student Financial Aid Administrators Fall Conference, Shreveport, LA, October 2022.
- Annual Meeting, 10th Annual Central Louisiana Women in Business Conference, Alexandria, LA, October 2022.
- Annual Meeting. Elevate Louisiana, Lake Charles, LA November 2021.
- Commencement. Louisiana Tech University, Ruston, LA November 2019.
- Commencement. Bossier Parish Community College, Bossier City, LA December 2018.

Presenter

- AAMC Institutional Advancement National Conference
2023 Convention Topic: "When Academics and Development Align: The Fruitful Story of a Collaboration"
- 2023 United Healthcare for Louisiana Annual Meeting Topic: "Health Equity"
- 2023 Institutional Grand Rounds: LSU Health Shreveport Topic: The Role of DEI"
- Annual Meeting, NAACP Freedom Fund Banquet, Shreveport, LA November 2022.
- Louisiana School Boards Association, Topic: Informed and Engaged at the State Level, Baton Rouge, LA, January 2014.

Panelist and Presenter:

- Caddo Parish Schools, Parent Academy for Digital Wellness, Shreveport, LA, October 2022.
- Health Hub, Essence Festival of Culture, The Importance of Cultural Competency in Healthcare, New Orleans, LA, July 2022.
- Global Conference on Women and Gender, Christopher Newport University, Newport News, VA, March 2022.
- Panelist and Presenter: Women Motivating Women Forum, City of Shreveport, Shreveport, LA, October 2, 2018.
- Panelist and Presenter: Higher Education Forum, Southern University and Louisiana State University, Shreveport, LA November 7, 2017.
- Panelist and Presenter: Higher Education Forum, Southern University and Louisiana State University, Shreveport, LA November 5, 2015.

Co-Presenter:

- Grambling State University – School of Nursing and Education, February 2022
- National Rural Health Association Health Equity Conference, November 2021

BOARD AND LEADERSHIP APPOINTMENTS

LSU Reilly Center for Media and Public Affairs – Board Member
Louisiana Attorney Disciplinary Board – Advisory Board Member
Louisiana Legislative Black Caucus Foundation – Board Member
Louisiana Client Assistance Fund – Trustee Board Member
Louisiana Tech African American Alumni Association – Vice President
Bossier Parish Community College Foundation – Board Member
Elevate Louisiana – Vice President and Founding Board Member
Greater Shreveport Chamber of Commerce – (Past Chairman of the Board)
Independence Bowl Foundation – (Past Chairman of the Board and Life Member)
Pearls of Humanity Foundation – At-large Board Member and Past President
Mission Project Foundation – Chairman of the Board
Alpha Kappa Alpha Sorority, Incorporated – Life Member
Krewe of Harambee – Founder and Charter Member
AAMC – Women in Medicine

AWARDS AND NOTABLE MENTIONS

- 50 over 50 Honoree – Alpha Media Group, LLC - August 2023
 - Woman of Distinction – Girl Scouts of Louisiana – Pines to the Gulf - June 2023
 - Good Citizen Award – South Central Region of Alpha Kappa Alpha Sorority, Inc. – April 2023
 - Remarkable Woman 2023 Honoree – March 2023
 - Louisiana Leading Lady Award – August 2022
 - Friend of Public Education Award – Louisiana School Board Association – September 2020
 - Virginia K. Shehee Most Influential Woman Award – September 2018
 - John D. Wilson Lifetime Achievement Award – African American Chamber of Commerce – March 2014
 - Businesswoman of the Year – African American Chamber of Commerce - October 2012
 - Lifetime Achievement Award – Greater Shreveport Chamber of Commerce – February 2012
 - Difference Makers Award - 2011
 - Named One of the Top Businesswomen in Shreveport Bossier by SB Magazine – August 2010
 - Woman of Excellence Award - Wiley College – March 2007
 - Under 40 – Greater Shreveport Chamber of Commerce – 2007
 - Athena Award – Shreveport and Bossier Chamber of Commerce – 2001
 - Outstanding Service Award – Greater Shreveport Chamber of Commerce – 2000
 - Shreveport Young Leader Award – Greater Shreveport Chamber of Commerce – 1999
 - Business Advocate of the Year Award – Greater Shreveport Chamber of Commerce - 1999
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