

January 5, 2024

Presidential Search Committee,

Please accept this letter expressing my interest in serving as President of Grambling State University. As an experienced corporate executive, my years leading high-performance organizations will be beneficial in continuing the established excellence in education at this storied institution. Being a skilled relationship leader (specifically in the areas of client, partnership and community), I am passionate about creating environments that foster collaborative thinking and mutual success through sound administrative and fiscal management, innovative technology and strong communication. I am currently Senior Director of Alliances and Channels for the London Stock Exchange Group. I have delivered positive transformation by developing and executing plans to optimize organization construct. I built critical linkages to drive successful outcomes, satisfy business requirements and negotiated complex contracts for mutual alignment.

My years with the IBM Corporation included business results totaling \$500M+, client satisfaction and sustained performance. I achieved success working and leading teams that provided comprehensive solutions along with building successful partnerships across the globe. I orchestrated compelling value propositions, created strategic/tactical plans, developed roadmaps with effective execution and participation of business units across the company.

I am a magna cum laude graduate of Grambling State University with a bachelor's degree in Information Technology and Management. I completed my MBA studies at the University of Dallas, Gupta School of Management, and earned a Juris Doctor at Texas A&M University, School of Law. I hold a certification in completing the IBM Client Master's program and am a Certified Business Development Coach for Lawyers. I have authored in a legal industry publication and been a featured speaker at business and legal conferences.

I have served as an elected city official in the capacity of council member with experience selecting and governing police operations. I currently serve as a Board Trustee with one of America's most innovative small college programs with recognition as the nation's first urban work college. Responsibilities encompass oversight of academic compliance, financial management, curriculum development and expansion, infrastructure improvement and general operations (including student life). I am a life member of the Grambling University National Alumni Association and an active member at my church serving as Steward Board Pro-Tem.

I look forward to infusing valued relationships, academic innovation and industry partnerships to elevate every aspect of the university. Together, we will uphold the institution's rich legacy while embracing a forward-thinking, inclusive, and interdisciplinary approach to education. I firmly believe my collective skills and experiences will benefit our Grambling State University students, administration, faculty, staff, community and beyond as we educate the next generation of leaders.

Thank you in advance for the consideration and I look forward to continuing the conversation.

Sincere Regards,

Edwin Smith

EDWIN SMITH

DRIVER OF ORGANIZATION SUCCESS AND SUSTAINABLE OUTCOMES

Insightful and forward-thinking executive who is results driven with a keen ability to lead, transform and advance organization missions for expansion and growth. Adept at collaborating with teams to perform at the highest levels while driving success and maintaining satisfaction. Demonstrated leadership across corporate, public, non-profit and private entities.

Core Strengths:

- Leadership and Organization Effectiveness
- Client Satisfaction
- Relationship Management
- Responsible Fiscal Management
- Resource Accountability and Development
- Complex Contract and Business Negotiations
- Strategic Planning
- Tactical Execution
- Partnership Development
- Innovative Solutioning
- Collaborative Ecosystems
- Creating Positive Workplace Culture

EDUCATION

Juris Doctor – Texas A&M University, School of Law

Master of Business Administration, University of Dallas, Gupta School of Management

Bachelor of Science, Information Technology and Management, Grambling State University (Magna Cum Laude)

PROFESSIONAL EXPERIENCE

LONDON STOCK EXCHANGE GROUP (LSEG)

Senior Director, Alliances and Channels

2022 – Present

Global leader of channel partner relationships

- Developed strategic plan to assimilate two newly acquired business units into parent company
- Merged partnership focused teams from Global Data Consortium and GIAC companies into a single comprehensive organization
- Lead strategy to build a go forward approach to grow business results by \$25M within first year
- Developed a global enablement initiative to drive a consistent go-to-market strategy for partnerships
- Provide oversight of contracts with partner relationships

Senior Vice President, Strategic and Client Relationships (GIAC – an LSEG Company)

2021-2022

Responsible for expanding client and business partner relationships to yield positive revenue outcomes while preparing for company acquisition

- Participated in due diligence and financial modeling to prepare for merger and purchase of company
- Managed team of resources driving overall business at 50%+ year-to-year growth
- Justified client return on investment savings of over \$100M+ with customized offerings
- Leverage client relationship management (CRM) tools to govern organization progress and performance
- Collaborated with key corporate partnerships across the Americas on meaningful ways to enhance solutions with a complimentary portfolio of offerings

EDWIN SMITH

Vice President, Strategic Relationships (GIACT – an LSEG Company) 2019 - 2021

Managed key team client accounts to ensure satisfaction and expand the solution portfolio to drive incremental business results

- Re-established presence with key industry vertical customers and developed enterprise wide strategy for organic growth of 20%
- Created channel strategy with new business partners in the financial technology sector to provide diversified paths of maximizing company revenue
- Served as a trusted advisor in creating risk avoidance while increasing client investments
- Conducted tailored education for clients and partners to support business revenue success

IBM CORPORATION 2000-2019

Global Business Development Executive 2013 - 2019

Led activation of new Global Technology Services (GTS) Infrastructure Services (IS) business partners to successfully grow IBM channel service results

- Launched partner recruitment and activation initiative globally to on-board 300+ new firms
- Developed channel incentive programs to generate interest and drive IS year-to-year signings and revenue growth by 20%
- Conducted capacity planning assessments to understand gaps in target vs revenue by geography and identified needed partners by service offering to activate and achieve business goals
- Facilitated training programs, conducted coaching sessions and strategy sessions with partners to create expedited timelines for success
- Identified Managed and Cloud Service Provider partners to grow IBM business results by embedding IBM Service solutions into their business portfolios generating \$10M+ in new service signings

Emerging Growth Executive 2010 - 2012

Introduced IBM System solution offerings and Emerging Business Opportunity (EBO) offerings to IBM channel partners and marketplace to expand presence

- Acted as focal in driving \$242M in leading industry technology IBM solutions through opportunity management, demand generation in the General Business marketplace
- Served as liaison between IBM channel partners and IBM to ensure delivery of superior I/T solutions
- Orchestrated team building sessions to encourage partnering in the close of both complex and competitive displacements
- Provided team and individual coaching to partner organizations to grow confidence
- Facilitated linkages, training, and enablement to provide complete offering for end-clients

Business Development Executive 2005 - 2009

Managed custom offerings by early assessment of business viability, developing investment cases with channel partners and distributors yielding \$250M in incremental IBM business

- Delivered timely negotiated contracts, amendments, and compliance guidelines between IBM and business partners to support investment cases
- Interlocked with contracted IBM Business Partners on initial enablement, quarterly reporting and executive reviews, 'plan-to-make-plan' strategy, and offering administration
- Served as liaison for Global System Integrators (GSI) to assist in understanding and enabling IBM solutions into existing customer base
- Developed customized education to maintain needed partner skill

EDWIN SMITH

Business Unit Executive

2000 - 2004

- Responsible for \$370M portfolio of organization business
 - Navigated complex client negotiations to achieve desired mutual outcomes
 - Conducted in-dept studies to clearly understand client environments and prepare strategic approaches
 - Monitored the industry landscape to ensure IBM was positioned as the preferred provider
 - Utilized management methodology systems to track employee progress and results
 - Managed direct reports and supporting cross-functional relationships
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