

# TYRA OLDHAM, PHD, MBA

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## EXECUTIVE LEADERSHIP

Experienced System's Engineer, Business Professional, and Strategist in Sustainable Solutions, Business Intelligence, Technology, Renewables, and Energy Efficiency. Able to convey complex ideas within government, non-profits, commercial sectors. Strategic area of expertise are within Efficiency, Lean, Material and Project Management, Operations, Multidisciplinary Integration, Process, Design, Development, Analytics and Organizational Effectiveness. Success in international arenas providing consulting to inter-and-transnational companies in Europe, Africa and Russia. Extensive background in business development, business solutions and research.

Value-add in quality, structure and multidisciplinary thinking. Hold 15 years in Manufacturing, 12 years in Construction. Over 15 in Training and Business Management, Consulting & Development experience. I am a multidisciplinary professional able to gather information across disciplines for higher order decision-making

## EDUCATION

**Ph.D. in Organizational Development & Educational Leadership**, Miami University, School of Interdisciplinary Studies and Organizational Leadership. Oxford, Ohio. 2001  
Concentrations: Organizational Development and Leadership, Psychology and Business,  
Dissertation: The Effect of Discipline on Teaming and the Decision-Making Process-Moving to Multidisciplinary Thinking.

**Masters in Women Studies**, Miami University, Oxford, Ohio. 2001  
Concentration: Women in Leadership.  
Thesis: Can Women of Color be Feminist

**MBA in Operations and Information Systems Management**, Miami University, Richard T. Farmer School of Business, Oxford, Ohio. 1998

**International Business Management and Cultural Studies**, Institute of Business Studies, Moscow, Russia. 1997

**B.S. in Business**, Fisk University. Nashville, Tennessee.  
Concentration: Management and Marketing (Minor in Economics)

## INTERNATIONAL EXPERIENCE

Performed consulting, research, business and strategic development in Russia, South Africa and Europe.

## RESEARCH SKILLS & METHODOLOGIES

Cognitive Work Analysis, Survey and Evaluation Techniques, Qualitative Research, Multidisciplinary, Teams, Quantitative Research, Observation and Data Analysis, Study Design and Development, Case Management, Curriculum Development, Grant Writing, Business Plan and Feasibility Studies.

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## TECHNICAL QUALIFICATIONS

<b>Technologies</b> SEO & Data Analytics	Cognitive Work Analysis	Just-In-Time
Constraint Management	Change Management	LEED, Sustainability
Project Management	Supply Chain	CRM
Organizational Development	Business Development	Lean& Kaizen
System's Engineering	Training & Development	Diversity & Inclusion

## FUNCTIONAL SUMMARY

### *Leadership and Executive Management in Business*

- Proven leadership with over ten CEO driven boards consisting of top 100 business executive leaders.
- Consulted and developed business to top 100 companies, as well as, small-to-large, developing multinationals companies, and non-profits.
- Consulted to technology firms globally in Intelligence, Search, Strategy, Open Source, Pharma & Development.
- Diversification, analysis and strategy to manufacturing, construction and technology.

### *Consulting, Business Development, Strategy, Organizational Development and Training*

- Expert in business efficiencies, development, production, work analysis, and cultural integration, systems to advance productivity.
- Achieved successful rollout of company-wide programs in organizational development, team development using my technology in multidisciplinary decision-making and cognitive work analysis.
- Expertise in multidisciplinary applications, teams, research, grant writing, curriculum, courseware and strategic planning and development.
- Excellent developer of business solutions, budgetary analysis, diversification, organizational development, strategic change, productivity for corporate, small-to-large and non-profit clients. Successful delivery of services across organization, discipline, culture, and job type.
- Value added expertise in sales, client development, presentation, and relational marketing within various environments. Expert in Business integration solutions company-to-companies and company-to-corporations, as well as, corporations-to-companies.

### *Leadership & Management*

- Broad project leadership experience in business, organizational, technical, logistical, and operational areas with a demonstrated record of success.
- Numerous project management and lead experience in operations, business development, cultural dynamics, software integration, work analysis, and systems integration using Cognitive Work Analysis, LEED, Multidisciplinary Applications, TQM, J.I.T, CRM, Supply Chain, SWOT, CWA, Constraint, Gap Analysis and Change Methods.
- Comfortable in high performing environments with time, personnel and performance pressures. Vast experience, OD, operations, and client knowledge provides a multidisciplinary perspective that aids in the analysis of any organization.

### *Instruction*

- Proven leadership within training with ability to teach across discipline and complex ideas.
- Dedicated to research, analytical study and cross cultural dynamics.
- Achieved increase understanding of diversity, gender and socio-cultural dynamics within systems, business and media.

## ACADEMIC EXPERIENCE

### **McKendree University, Masters in Business, Louisville, Kentucky. 2008-2008**

Provide instruction to Masters in Business (MBA) students in Organizational Leadership and Transformation to increase leadership and understanding of the diffusion of innovation.

### **Xavier University, Department of Business. Cincinnati, Ohio. 2007-2007**

Provided instruction to undergraduates in Entrepreneurship, Business Development and the foundations of entrepreneurial thinking and processes.

**Teacher. Withrow International High School, Cincinnati Public Schools, Cincinnati, Ohio. 2002-2003**

Provided instruction to high school students in the areas of Science, World languages and English. Delivered instruction through an interactive facilitation of information using encouragement, critical thinking, and course application.

**Adjunct Professor in Humanities Department. Cincinnati State, Cincinnati, Ohio. 2003-2003.**

Provide instruction in humanities to undergraduate students. Students were instructed in the following courses: Introduction to Psychology, Child Development and Adolescent Psychology. The courses were delivered in a lecture style format, emphasizing critical analysis of course materials and teamwork to complete research.

**Adjunct Professor in Business and Psychology Division. Northern Kentucky University, Highland Heights, Kentucky. 2002-2003.**

Instruct students in the area of organizational behavior, operations and organizational development. Developed course materials and curriculum to advance the understanding of organizations, organizational culture and management applications.

**Miami University. 1999-2001.****Instructor. Department of Educational Leadership.**

Performed instruction to undergraduate and graduate students in the areas of social foundations and social dynamics. Course integrated social issues, history and cultural studies. Instruction placed emphasis on critical thinking, analysis and research methodologies.

**Advisor to Faculty. Internal Consultant. Computing Information Services (CIS)**

Managed 65 faculty members to increase faculty usage levels within technological interface for curriculum, research and instruction. Performed analysis on information system gaps and constraints to optimize the educational division's technology division. Results translated to increased overall usage by 12%. Analyzed, designed and developed survey techniques, methods and protocols to determine need, to successfully increase software and hardware usage within the division.

**Research Assistant. Center for Entrepreneurial Studies**

Researched information and data to assist in the development and support of newly developed entrepreneurial center. Assisted, Director in review and implementation of goals, projects, programs and speakers for business department.

**PUBLICATIONS & RESEARCH**

IDC Publication Co-Author: Attivio: Unified Information Access on a Solid Search Base

IDC Publication Co-Author: Polyspot: Unified Information Access Vendor Offers Flexibility and Performance.”

Green News on Energy & Sustainability Information & Data. 2010-current

Women in Leadership: Reaching the Glass Ceiling. 2007

Text of a Nation. 2006

People of Color and the Glass Ceiling. 2006

The impact of cultural relevancy within the learning environment. 2003

The Impact of Discipline on Teaming. National Conference of the American Educational Research Association. 2002

The effect of discipline on teaming using same and multidisciplinary teams within organizations. 2001

Women Preparedness Manual. 2001

South Africans in transition: a nation within many economies. 2001

Organizational development using interdisciplinary analysis. 2001  
Silent Women in Academia Speak. 2000  
The buying habits of B2B's (business-to-business) harnessing the Internet in the supply chain. 2000  
Gendered Organization. 2000  
Key factors of sexual harassment on women in education and the workplace. 2000  
Silent Women in Academe Speak. Mid-Western Educational Research Association. 1999  
The effects of post-communism on multinational and transplant companies. 1999  
Customer threshold levels on consumer buying habits of durable and non-durable goods. 1999  
Implications, efficiencies and process design of supply chain management. 1999  
Poetry. 1987. 1994. 1999

## PRESENTATIONS

Speaker. 3E Summit. Cincinnati, Ohio. 2012  
Speaker. 2012 Youth Entrepreneurship, Kentucky State, 2012.  
Facilitator. Policy Leader. Educational Summit. Louisville, Kentucky. 2011  
Moderator. USGBC Ohio Green Harvest Symposium. 2011  
Presenter. National Association of Real Estate Brokers. Nashville, Tennessee. 2010  
Presenter. World Green Symposium. Philadelphia, Pennsylvania. 2010  
Presenter. Minority Business Development Conference. Lexington, Kentucky. 2010  
Presenter. The Seed 2020. Louisville, Kentucky. 2010  
Presenter. The Seed 2020. Louisville, Kentucky. 2009  
Presenter. Canaan Leadership. Louisville, Kentucky. 2009  
Presenter. Women's Roundtable. Cincinnati, Ohio. 2009  
Presenter. National Black MBA. Cleveland, Ohio. 2009  
Presenter. AKA Women in Leadership. Louisville, Kentucky. 2009  
Presenter. Leaders of Tomorrow. Louisville, Kentucky. 2009  
Presenter. City of Cincinnati Community Dialogue on the 52 Communities with Cincinnati. 2008  
Presenter. National Black MBA. Louisville, Kentucky. 2008  
Roundtable Facilitator. Leadership Louisville 100 Wise Women. 2008  
Presenter. National Association of Commission for Women. Frankfort, Kentucky. 2007  
Presenter. Governor's Conference on Kentucky's Women. Frankfort, Kentucky. 2007  
Speaker. Diversity in Black In White Photography. Cincinnati, Ohio. 2007  
Presenter. Women and the Glass Ceiling. EEOC State of Kentucky. 2006  
NPR. This I Believe, Social Commentary. 2006  
Co-host team. delivered humor on national and community topics. WIZF Radio. 2005.  
Speaker. 911 Remembrance. Cincinnati, Ohio. 2005  
Guest with local student leaders to discuss a health and a health event. WIZF, The WIZ Radio. 2005  
Guest discussing health and importance for families and youth. WIZF, The Buzz. 2005  
Speaker. Cincinnati Black Expo. 2004  
Guest Speaker. Red Cross, Health Awareness and Families. 2004  
Four person dais discussing political and community topics. Hot Seat. WCPO Channel 9. 2004  
Featured guest on local talk show. Issues, WCPO Channel 9. 2004  
Invited speaker discussing race and community perception. Community Speak Out. PBS. 2003  
Strategic Development and Deployment. The Greater Cincinnati Women's Chamber of Commerce. Cincinnati, Ohio. 2002 and 2003  
Anniversary and Remembrance of 911. The City of Lincoln Heights. Lincoln Heights, Ohio. 2002  
Diversity and Community Relations. Cincinnati Art Museum. Gordon Parks Exhibit. Cincinnati, Ohio. 2001  
People of Color Conference. Miami University. 2001, 2002  
Strategic Methods for Managing and Facing Difficulties of Color Among the Majority. Students of Color Conference, Miami University. Oxford, Ohio. 1999  
Inspirational Guide for Students. The Students of Color Association Conference. Miami University. Oxford, Ohio. 1999

Women in Leadership in Academia. The Graduate Leadership Conference. Panel Member. Miami University. Oxford, Ohio. 1999

Leadership and Gender Dynamics. Gender Symposium at Miami University. Miami University. Oxford, Ohio. 1999

Silent Women in Academe Speak. The Mid-Western Educational Research Association. Chicago, Illinois. 1999

## PROFESSIONAL EXPERIENCE

LAND

2007 -

**PRESIDENT & CEO: — Sustainable Business Management Consultant, Strategist and Intelligence Professional**

My role is to lead and spearhead this company toward growth. Further, engage in delivering a high level mix of partners, board members and investors that drive bandwidth and establish a unique culture of employees, professionals and leaders to push innovation, value and growth for our own sustainability. The company delivers a multidisciplinary leadership in Sustainable Technologies in assessment, project management, feasibility and development of solutions for Commercial, Municipal, and Government sectors nationally and globally. My background in business development, education, manufacturing and construction has yielded a unique lens to support the development of LAND as a Strategic Sustainable leader of services, processes, hardware, technologies, research, intelligence and systems. The company performs transactional business solutions to advance growth for companies with a strategic focus on diverse integration. The company delivers services national and globally.

- Business Management, Strategy and Consulting firm delivering high end sustainable solutions.
- Business Development nationally and globally, client management, organizational development, operations, supply chain and infrastructural support.
- Project Management, structuring, cost analysis, roll out and scheduling.
- Efficiency analysis, consulting, strategy, and diversification for the organizations ecosystem.
- Provide contract and commercial services in installation, environmental, and sustainable development.
- Corporate client's size is midsize to large with revenues of \$1 to \$700 million.
- Create joint ventures, matchmaking and collaborative partnership for capacity building.
- Increased revenue, capacity and customer visibility.
- Professional service solutions.
- Analysis, competitive advantage, reporting, monitoring and analysis.
- Data driven and metrics company.
- Multidisciplinary application.
- Kaizen led and trained.

TOYOTA MANUFACTURING & ENGINEERING OF NORTH AMERICA

2006-2008

**CONTRACTOR: SPECIALIST — Purchasing, Supplier Diversity**

- Managed Tier I Supplier relations to promote, produce and develop women and diverse owned business within TEMA. Specialize in supplier/buyer engagement to increase the diverse footprint across all buying groups. Perform assessments, determine capacity, mentor suppliers and advocate for diverse supplier integration. Provided Quality control and analysis of existing suppliers.
- Project Manager for company facilities expansion, liaison to internal and external teams, groups, suppliers and agencies for project roll out.
- Strategic focus is in the development and potential on-boarding of specific strategic suppliers.
- Manage business enterprises with revenues exceeding \$65 Million.
- Supplier Diversity professional; providing supplier analysis to provide Mentor-Protégé', business development (Joint Ventures and Consultative).
- Performed national public relations, supplier relations, buyer relations and supplier management.

NATIONAL BLACK AUTOMMOTIVE MANUFACTURERS. Detroit, Michigan 2004-2006

**PROGRAM DIRECTOR & LIAISON**

Assignment to support Executive Director to advance organization. Directed, managed and supported automotive suppliers and Big Four (Ford, General Motors, Chrysler and Honda) to increase capacity, sustainability, sales, lobby and represent.

- Managed supplier and annual event and expo in Detroit.
- Supplier and OEM interface and representative.
- Managed 65 CEO led automotive suppliers with revenues of \$1 million plus.

GREATER CINCINNATI FOUNDATION. Cincinnati, Ohio 2003-2004

**PROGRAM DIRECTOR**

Directed, managed and financial oversight of a community development project fund of \$200 million dollars to deliver strategic grant-making for a one-year period in the areas of race relations, policing, community development and community relations.

- Managed over \$350 million budget.
- Led and Managed CEO driven Board of Directors.
- Public interface and coordinator.

GLOBAL DISCOVERY, Cincinnati, Ohio 1999-2004

**SENIOR MANAGEMENT CONSULTANT**

During graduate school work I performed, implemented and delivered strategic solutions and consultation services to top 1000 businesses and non-profits. Specialized in capacity building, operational effectiveness, distribution, system effectiveness, inventory management, operational effectiveness, and human factor solutions. Served national and trans-national corporations. Strategic focus in non-profits, education, service, automotive, military, manufacturing, and health industries. Successfully served companies with revenues of \$400 million to billion in sales.

Provided strategic consulting services and specialized projects in Human Resources, Diversity, Operations, Systems Integration, Productivity, Change Management and Training.

- Liaison between corporate clients and suppliers to identify constraints, system gaps, and inefficiencies. Performed change management strategies to improve capacity, productivity and human factors to streamline inventory (J.I.T, TQM), implement continuous improvement, diagnosed data streams and technological gaps within communication.
- Implement and developed product integration strategies and supply chain management to increase business development opportunities. Designed strategies and contingency models using cognitive work analysis to detect and diagnose system failures and decision-making processes to increase probability of positive outcomes in critical situations.
- Reported directly to CEOs and executive management on areas of change, implementation, development and system alignment to increase performance, revenues and profitability.
- Developed community based projects to increase outreach, participation and education across providers, city and developers
- Analyzed existing programs, data and operations to increase company-wide communication for internal and external client access. Created marketing and information based logic to increase user performance and functionality.
- Established benchmarks and identified constraints within workflow, technology and routing systems to establish protocols for company-wide performance standards in cargo routing, quality, communication and resource management.
- Largest internal group served concurrently was a 350 person staff cross department, discipline and management levels.

URBAN LEAGUE. Cincinnati, Ohio.

1993-1997

**PROJECT MANAGER, FUNDRAISER AND EDUCATION COORDINATOR**

Developed, trained and managed citywide long-term outcome-based programs and projects in leadership, mentoring, training, empowerment and education for families and schools within the Greater Cincinnati area. Managed and organized corporate volunteers and committees within public, private and service. Successful grant and fund developer for all managed programs.

OLDHAM LANDSCAPE. Suitland, Maryland.

1987-1993

**PRESIDENT**

Developed a maintenance and construction company providing full service grounds solutions to governments, municipalities, commercial, private and high end residential customers within the Maryland, Washington and Virginia. Provided conservation, development, design and installation for our clients. Customers were Army Corps of Engineers, HUD, Prisons, DOT, PepsiCo, National Parks and Interiors Department, DOD and more.

**PROFESSIONAL EXPERIENCE  
PROGRAM EXPERIENCE**

USGBC, 2009-current.

Energy Efficiency, 2009-current.

National Sustainability Coalition. Sustainable development and application. 2010-current.

Harvard University Racial Reconciliation. Community change focused on race relations, gender, and intercultural communications. 2003-2005

National Organization to Introduce Zero Tolerance (NOIZ) and American Red Cross. Developed a citywide teen health project, Health Slam. Cincinnati, Ohio. 2003

Developed Social Foundations and Intercultural Communications Curriculum and Pedagogy. Department of Educational Leadership. Miami University. Oxford, Ohio. 2000-2001

Diversity Analysis in the Department of Educational Leadership. Miami University. Advisor and Committee Member. Oxford, Ohio. 1999-2001

Sexual Harassment Review Panel. Presidential Appointment. Miami University. Committee Member. Oxford, Ohio. 1998-2001

Advancing Education in Team Building. Procter and Gamble. Team Member. Cincinnati, Ohio. 1994

Stars Program and Youth Development Program. Cincinnati Public Schools. Liaison and Advocate. Cincinnati, Ohio. 1993

Parent Empowerment Training and Development Program. Cincinnati Public Schools. Project Manager. Cincinnati, Ohio. 1991-1994

Charted the Mentorship and Excellence Program. National Urban League. Cincinnati, Ohio. 1991-1994

The Network. Black Professional Organization. Founder 1992-1994

**AFFILIATIONS & COMMUNITY SERVICE**

Kentucky United States Green Building Council

Green Cincinnati Plan Update Steering Committee, Member

National Sustainability Council

Youth Entrepreneurship Program, Developer.

Kentucky Minority National Supplier Development Council, Member

Greater Louisville Inc. Ambassadors, Member

Cincinnati Conventions Bureau, Member

Greater Cincinnati African American Chamber of Commerce, Member

Cincinnati Regional Chamber of Commerce, Member

Greater Louisville Inc, Member

School Gardens. Committee Member

Metropolitan Sewer District, Certified Member  
Home of the Innocents, Program Services Committee Member  
City of Cincinnati CRA. Board Member  
Bernheim Arboretum Diversity Committee  
Black MBA, Louisville Chapter  
Citizens Union Bank, Hispanic Advisory Board

Tyra Oldham

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Executive in Residence. Louisville Urban League  
African American Business Alliance, Board Member  
Buffalo Soldiers, Member  
National Business Advisory Council. Member  
Base Gallery. Artist Member  
Alpha Kappa Alpha Sorority. Member  
Otis Pickard Scholarship. Urban League of Greater Cincinnati. Judge  
Greater Cincinnati Women's Chamber of Commerce. Board Member  
The American Psychoanalytic Association. Member  
United Way Cincinnati. Board Member. Field of Service  
Hamilton County Board of Mental Retardation. Board Member  
Tennis Masters Association. Usher  
Cincinnati Red Cross. Youth Volunteer  
APICS. The Educational Society for Resource Management. Member  
Miami University. Diversity Committee for Educational Leadership  
Habitat for Humanity. Construction Committee. Volunteer and Committee Member  
YWCA. Lifestrides Program. Committee Member  
Children's Defense Fund. Childwatch. Program Chair

### **HONORS & APPOINTMENTS**

Greater Louisville Chamber of Commerce, Emerging Small Business. 2011  
Greater Louisville Chamber of Commerce, Emerging Small Business. 2010  
Greater Louisville Chamber of Commerce, Emerging Small Business. 2009  
Who's Who, Louisville, Kentucky, 2008  
City of Cincinnati, Artist Grant Recipient in Photography and Poetry. 2007-2009  
National Business Caucus. Appointment. 2005  
Kentucky Colonel Award, Commonwealth of Kentucky, Governor Ernie Fletcher. 2005  
Business Courier 40 Under 40 Award, Health Services. 2004  
Emerging New Artist, Arts Consortium of Cincinnati, 2004  
City of Cincinnati. Proclamation. Advancement in Minority Health. 2003  
Community Reinvestment Board, City of Cincinnati, Board Member. 2002-Current  
Cincinnati Women's Chamber. Outstanding Woman. 2003  
Arts Consortium, Recognition for developing new artist, 2002  
American Red Cross 911 Service Award. 2001  
Outstanding Doctoral Minority & Women, 2001  
Outstanding Instruction for Teaching. Miami University, 1999 - 2001  
Advancing Education by Team Building. Procter and Gamble Corporation. Team Member. Cincinnati, Ohio. 1999  
Black MBA, Scholarship Award Winner. 1999  
Who's Who of Poetry. 1997  
Business Committee on Trade Relations and NAFTA. Department of Commerce. Washington, D.C. 1992



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## EXECUTIVE BIO

**Dr. Tyra Oldham**, experienced business professional, leader, consultant and educator able to convey complex ideas within organizations, construction, manufacturing, product development, logistics, distribution and business development. As an organizational development specialist, system's engineer, trainer and educator she has delivered strategies to businesses and professionals in the public, private sphere nationally and globally. Her focus is in empowering leaders' and organizations to achieve their goals. She is currently supporting corporations in Strategic Business Development Solutions, Joint Ventures and Strategic Alliances to support organizations to achieve sustainable domestic and global success. She speaks, teaches, trains and develops businesses professionals to empower, promote innovation, collaborations, system change and understand the power of diversity.

Tyra is a systems engineer, organizational development, business development, and operations professional serving companies such as, Toyota, Procter and Gamble, Ford, Cargolux and more. She has taught Entrepreneurship at Xavier University, as well as, Operations and Organizational Development at Northern Kentucky University. Her love for business and globalization has led her to work and perform research in Africa, Europe and Russia. She has an extensive background in business, business solutions with expertise in Business Development, Lean, Kaizen, Knowledge Management, Organizational Development, Organizational Change, Operations, Supply Chain, Intercultural Communications and Relational Development that she has used in her Construction, Manufacturing, Consultative & Training, Product Management & Development background. She crafted a niche in Multidisciplinary Thinking for Decision-Making, and the effectiveness of Teams within organizations to produce integrative efficient results. Her passion is to impact and add value within systems, processes and communications that improve strategic positioning and return-on-investment for companies.

She continues to work to expand the perceptions of change, diversity and community to create a better world in green clean energy and sustainability sector as the President and CEO of LAND sds (sustainable development solutions) a sustainable green engineering and development company building sustainable and green communities for an eco-friendly world. She is committed to social entrepreneurship and the "pay it forward" philosophy and provides support and time to the health awareness of families and youth, education and youth entrepreneurship and the empowerment of women. She has authored numerous articles on business and organizational change.

Tyra received her Doctorate in Organizational Development and Educational Leadership and her MBA in Operations and Information Systems from Miami University. She earned a degree from Moscow Business School in International Business, as well as, in Women Studies. She received her B.S. in Economics and Business with a minor in Marketing from Fisk University. She also has received training from Harvard University on the Processes to Racial Reconciliation.

She is national speaker, serves on boards and committees for the City of Cincinnati, Home of the Innocence and member of Alpha Kappa Alpha Sorority and more. She has been honored by National Business Caucus, Business Courier for family health solutions, named a Kentucky Colonel, Who's Who of Black Louisville, Emerging Artist, and is an artist grant recipient from the City of Cincinnati and more.

