

# GEORGE RAY III

## PROFESSIONAL SUMMARY

Experienced business professional with expertise in redevelopment, small business attractions, growth and retention. Franchise management, community relations, international trade initiatives, governmental administrative management, workforce development grants and public private partnerships and M.O.U agreement development agreements. Proven track record in program management, securing funding, and fostering entrepreneurial growth.

## EMPLOYMENT HISTORY

### SENIOR DIRECTOR, FRANCHISE ASCENSION INITIATIVE

Jun 2024 - Present

*International Franchise Association*

*Washington, DC*

- Developed an accredited franchise cohort education and training initiative to close the wealth gap for minorities.
- Managed a \$5M program budget, overseeing early-stage development and scaling phases, ensuring measurable outcomes.
- Created sponsorship campaigns and marketing outreach plans, successfully engaging donors from major franchises.
- Advocated with government officials, established MOUs, and secured funding from corporate sponsors and foundations.
- Built strong relationships with boards, stakeholders, government entities, and economic agencies and international big box franchise corporations.
- Coordinated complex projects, leading interdepartmental teams to achieve key objectives and manage a staff of three.

### CERTIFIED BUSINESS ANALYST

Jan 2014 - Apr 2024

*Small Business Development Center of America at Florida International University*

*Miami, FL*

- Provided business consultation and technical assistance to over 900 entrepreneurial clients in startups, franchising, and professional services and supervised a team of six staff members and student assistant.
- Develop competitive strategies for franchisee clients and early growth start-ups, food and beverage, retail, and service concessions at airport and seaport revenue streams while enhancing profit and customer experience
- Directed small business outreach, community engagement, and recruitment initiatives; managed a staff of six.
- Secured over \$10M in access to capital and \$500K in program funds for small businesses and created over 270 new jobs and retained over 112. M.O.U agreements, C.R.A. and Downtown Development Authority project manager.
- Conducted workshops across Miami-Dade County, focusing on economic development and disaster preparedness.
- Facilitated international business operations, assisting clients with E-2 and EB-5 Visas, Foreign Direct Investments .
- Served as a judge for the SBA's Small Business of the Year Awards.

### ADJUNCT PROFESSOR OF BUSINESS

Sep 2010 - Present

*Miami Dade College*

*Miami, FL*

- Teach business courses, including Principles of Business, Small Business Management, and Marketing Theory.
- Engage students in research-based learning and foster entrepreneurial skills.
- Mentor students and organize business competitions for practical learning experiences and manage 240 students each semester.

### SMALL BUSINESS EDUCATION PROGRAM MANAGER

Sep 2011 - Jan 2014

*Miami Dade College*

*Miami, FL*

- Managed the Small Business Education Program, including a team of three staff members.
- Secured \$1.3M in capital for businesses in low-income areas.
- Designed training workshops and provided technical assistance to small business owners.

### ADMINISTRATIVE OFFICER

Feb 2010 - Aug 2011

**Miami-Dade County, Homeless Trust****Miami, FL**

- Oversaw resource allocation for an \$8.4M HUD-funded program, ensuring transparency and compliance.
- Scored RFPs and audited federally funded programs to develop initiatives improving efficiency and impact.

**ARRA YOUTH PROGRAMS AUDITOR****Jul 2009 - Feb 2010****Miami Dade County, CareerSource South Florida****Miami, FL**

- Evaluated workforce programs funded by a \$7.2M ARRA grant, recommending process improvements.
- Screened and scored RFPs, ensuring adherence to guidelines and objectives.

**GRADUATE INTERN****Jan 2009 - May 2009****Miami-Dade County, Office of the County Manager****Miami, FL**

- Analyzed \$2.3B operating budget performance metrics to identify efficiencies.
- Conducted process improvement studies and developed tracking matrices for county legislation.

**DIRECTOR & ASSISTANT DIRECTOR****May 2007 - Oct 2008****City of Miami Police Athletic League****Miami, FL**

- Managed juvenile crime prevention programs and secured grant funding.
- Supervised 13 employees and a \$1M budget, developing sustainable funding models and strategic plans.

**COMMUNITY LIAISON SPECIALIST****May 2005 - Apr 2007****Miami-Dade Public Schools, 5000 Role Models of Excellence Project****Miami, FL**

- Organized mentor recruitment and event planning processes, improving productivity and efficiency.
- Coordinated fundraising, marketing, and public relations for large-scale events.

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**EDUCATION****FRANCHISE CERTIFICATION****2016****Georgetown University, Graduate School of Business****Washington, DC****MASTER OF BUSINESS ADMINISTRATION****2009****Florida International University****Miami, FL****BACHELOR OF ARTS IN PUBLIC ADMINISTRATION****2005****Talladega College****Talladega, AL**

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**COURSES****INTERNATIONAL TRADE CERTIFICATION****2019****Small Business Development Center****CERTIFIED BUSINESS ANALYST****2014****Small Business Development Center****CERTIFIED CAMPAIGN STRATEGIST****2012****U.S. Congressional Black Caucus Institute**

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**SKILLS**

Strategic Planning, Program Management, Economic Development, Franchising, Stakeholder Management, Fundraising, Public Speaking, Leadership, Policy Development, Grant Management, Business Analysis, Budget Management, International Trade Certification, America Small Business Development Center .

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**ADDITIONAL INFORMATION****SPECIAL RECOGNITIONS**

- SBA and SBDC Center of the Year, Team Member, 2023

- Vice-Chairman, City of Miami Civilian Investigational Panel, 2023
- Community Ambassador Award, SBDC at Florida International University 2022
- City of Miami Civilian Investigation Panel Member, 2021-Present
- SBA Minority Business of the Year, Florida, 2019
- Miami-Dade Economic Advocacy Trust Board Member, 2012-2016
- White House Fellows Regional Finalist, 2012
- Small Business Education Program- Miami Dade College, Proclamations from the City of Miami and Miami-Dade County, 2013-2014
- Alpha Phi Alpha Fraternity Member, 2003