

Mary Carlson Foley

Federal Business Development & Fundraising | Business Analytics

Stanardsville, Virginia

(540)222-9594

MFoley@CarlsonFoley.com

<http://www.CarlsonFoley.com>

<https://www.linkedin.com/in/MaryCFoley>

I leverage twenty-five years of federal business development experience to win federal, state, corporate, and foundation awards for my clients. Ninety percent win rate on federal proposals; ninety-five percent win rate for non-profit grants. Full list of project experience at

<http://www.CarlsonFoley.com>

Experience

Federal and State Business Development

- Assisted Charlottesville Business Innovation Council to conceptualize a Region 9 economic platform. Drafted large portions of the successful proposal to GO VIRGINIA and serve as launch implementation manager on the subsequent regional economic ecosystem platform program.
- Provided proposal support to a client whose project manager was unavoidably unavailable. Analyzed the RFP and developed a compliant proposal outline, drafted the proposal, worked with technical staff to enable them to efficiently incorporate their input into the document, and produced a document for production on schedule. Client was awarded this \$19.5M award without going through the short-list process.
- Won both nationwide prime contracts for the ~\$500M RCRA Subpart X market at DOD installations (\$50M Mobile Corps contract and \$7.5M AIRHAZ/HAZWRAP contract). Developed and implemented a comprehensive business development campaign targeting 150 military installations from Puerto Rico to Guam to maximize BRE's RCRA Subpart X work. Responsibilities included serving as team leader, sales training, sales management, collateral development and both strategic and tactical planning. Successfully captured >50% of the Army and Navy clients for this service.
- Won Brown & Root Environmental's (BRE) first Tulsa Corps HTRW contract (\$5M). Work included sales contact with Tulsa Corps staff, capture strategy development, and proposal red team review/recovery. Won BRE's first DOE-ID prime HTRW contract (\$7M) which enabled the Company to start an office in Idaho Falls, ID and increase future DOE-ID business. Won BRE's first EPA award outside OSWER bringing in the potential for over \$6M in OPTS work.
- Conducted a nationwide study of the contracting patterns of the US Army Corps of Engineers Civil Program. Gathered data on all active Corps contracts and analyzed the results to pinpoint trends in small business set-asides, design-build, variance between Corps Districts, and market concentration/segmentation.
- Facilitated an annual USEPA Brownfields Assessment and Cleanup grant award panel. The panel successfully awarded over \$70 million in grants to communities in 38 states, five tribal nations, and two US territories.
- Assisted an eastern regional engineering and transportation firm to increase its federal business. Work focused on EPA and DOD contracts. Negotiated first invitation to team on an EPA OW rebid with the incumbent.
- Provided presentation coaching for a client shortlisted on a USFS procurement (Eastern Region). Client was hampered by predominantly western experience and had recently had a similar USFS contract terminated early for the convenience of the government. My job was to overcome these issues during orals. We won.
- Provided small business recruitment and subcontracting plan administration for wastewater treatment plant operations at Picatinny Arsenal and other DOD installations.
- SAM Registration active. Federal certification as a WOSB pending.
- Won a GSA MOBIS as a prime for Carlson Foley Enterprises and assisted environmental firms to develop winning GSA MAC 899 submittals. Won 100% of the GSA proposals submitted with my assistance. My firms has also held contracts with the US Environmental Protection Agency (both large and small business set aside support contracts as a subcontractor) and the USACE/DLA via MOBIS.

Employment History



Carlson Foley Enterprises, LLC
Managing Director



Piedmont Regional Dental Clinic
Executive Director



NUS/Brown & Root Environmental
Gaithersburg, MD
Director of Business Development, Mid-Atlantic



Tetra Tech, Inc.
Bellevue, WA
Associate Director, Business Development

Education



Harvard Business Analytics Program

2019-2020

Eighteen-month curriculum taught by faculty from the Harvard Business School (HBS), the John A. Paulson School of Engineering and Applied Sciences (SEAS), and the Faculty of Arts and Sciences (FAS). Twenty+ hours per week of study and classroom instruction in quantitative analysis, operations and supply chain management, digital strategy and innovation, data driven marketing, programming and data science systems, leadership, people analytics, and data science pipeline and critical thinking.



George Mason University
*Coursework, Ph.D. Program,
Environmental Science & Public Policy
3.75 gpa 28 credits*



Boise State University
Master of Business Administration



Colorado State University
B.S., Zoology

Business Analytics Skills

R Studio, Python, Excel Data Analytics Pak, Tensor Flow, Data Robot, data translation and data visualization, Dentrux Enterprise, html.