



## Kelly Rogers

Vice President, Talent and Economic Development

---

### Position with Firm

- 2023–present ***Vice President, Talent and Economic Development.*** Provides leadership within PSC's talent and economics division. Manages projects with public- and nonprofit-sector clients in talent and economic development, with a focus on community and economic development projects. Also manages projects in support of educational system improvement. Identifies and provides technology solutions for public policy needs. Facilitates and provides strategic planning for partnerships, task forces, and coalitions. Conducts research and analysis and develops creative solutions.
- 2019–2023 ***Catamaran Project Director.*** Directed development and support of the Michigan Department of Education's Catamaran system. Led implementation, security management, data management, reporting, and client management, as well as system application design and enhancement involving communicating with client and project team members to execute design plans and workflows.

---

### Previous Professional Experience

- 2015–2018 ***Director of Proposal Management, JetCo Solutions,*** Grand Rapids, Michigan. Led the firm's proposal management team and client engagement on federal, state, and local government solutions and proposals. Supplied subject matter expertise in information technology and other technical solutions.
- 2012–2014 ***Franchise Development Director, Two Men and a Truck International,*** Lansing, Michigan. Designed workflows, systems, and marketing assets and built a team to proactively develop new franchise locations, growing the brand's footprint in new states.
- 2006–2012 ***Director, Michigan Economic Development Corporation,*** Lansing, Michigan. Led the creation and implementation of projects, programs, and systems to promote Michigan as the place to grow or locate a business. Managed teams and stakeholder groups of various sizes to achieve state economic development goals.

- 2004–2006 **Marketing and Communications Manager**, *American Red Cross*, Lansing, Michigan. Created the first marketing and communications plan and team to support blood donation goals for a 78-county region in Michigan. Led the implementation of a blood donor demographics data management system across the nation’s blood service regions.
- 2000–2004 **Director**, *Michigan Association of Home Builders*, Lansing, Michigan. Led marketing, communications, and development for a statewide association promoting home building and related trades. Served as chief editor of all association publications.
- 1998–2000 **Entrepreneur**, *CC&T Technologies*, Okemos, Michigan. Managed day-to-day business operations, including finances, marketing and communications, and human resources, in addition to managing the development and implementation of a new technology for phone-to-phone calls routed over the Internet.
- Education Michigan State University, Master of Business Administration  
University of Delaware, Master of Marine Policy  
University of Michigan–Dearborn, BS in Biology

## Skills

- Salesforce.com
- Oracle
- SQL
- Tableau
- Claritas
- SPSS
- ISO 9001 compliance
- NIST compliance

## Activities

- All-star cheerleading coach for special abilities team, the Wildcats Cheer Pride Super Cats, 2018 to present
- Communications chair for the Association of Proposal Management Professionals Midwest Chapter, 2016 to 2018