



Kelly Rogers

Senior Strategist

Position with Firm

- 2025–present **Senior Strategist.** Serves as a strategic advisor on project deliverables and public-facing client meetings. Translates deep technical and public policy knowledge into actionable strategies. Collaborates with sales development teams to identify new project opportunities and design strategic scopes of work and budgets. Leads special assignments at the direction of the leadership team to advance broader organizational goals and policy missions.
- 2024–2025 **Senior Vice President.** Managed a team of directors and ensured service delivery aligned with client care commitments and quality assurance protocols. Led the client services team by monitoring capacity, mentoring staff, and establishing project management practices and resource planning tools to achieve firm goals. Oversaw the design and budgeting of client solutions while resolving escalated project issues and advancing team skills to maintain high levels of client satisfaction and retention.
- 2023–2024 **Vice President, Talent and Economic Development.** Provided leadership within PSC’s talent and economics division. Managed projects with public- and nonprofit-sector clients in talent and economic development, with a focus on community and economic development projects. Also managed projects in support of educational system improvement. Identified and provided technology solutions for public policy needs. Facilitated and provided strategic planning for partnerships, task forces, and coalitions. Conducted research and analysis and developed 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–present
- Communications chair for the Association of Proposal Management Professionals Midwest Chapter, 2016–2018