



# Marta Gómez Frey

Richardson City Council Place 5

Email: [Marta@MartaFrey.com](mailto:Marta@MartaFrey.com)

*Collaborative leader with a proven track record of successful control of tight budgets, development of resources, implementation of growth plans, and management of projects for both public and private entities*

For more than twenty-five years, Marta Gómez Frey has been helping start and grow local businesses. From her beginnings in a family business based in Richardson, TX, to working with entrepreneurs for the Collin Small Business Development Center, Marta has counseled hundreds of men and women in the areas of marketing, management, financing, growth strategies, fundraising and proposal writing.

## SPECIAL STRENGTHS

- Business and marketing plan creation and execution
- Team performance improvement
- Strategic planning
- Public speaking
- Volunteer management
- Financial projections and analysis
- Creative solutions and problem solving
- Integration of social media campaigns
- Successful execution of grants
- Small business management

## EXPERIENCE

### Collin Small Business Development Center

Plano, TX

Execute \$500k grant program with various grant partners and sources of funds. Create and implement programs designed to increase economic impact within our business community. Management consulting including financial analysis, marketing strategy assessment, business development, and capital expansion planning. Strategize and develop internet marketing and social networking campaigns to promote local business resources. Speaking engagements and public affairs throughout the region. Manage media relations to ensure proper exposure of clients and the center. Cultivate volunteer resources with training and connections to the organizations that need them.

### Director

October 2006 – Present

### eWomenNetwork, Inc

Dallas, TX

Develop fundraising programs, create press releases, work with venues and vendors, and design collateral for participants. Coordinate aspects of the organization's annual international conference which included securing more than 100 exhibitors, booking 30 speakers for main stage and breakout sessions, maintaining established budgets and managing the production of all audio/video aspects of the four-day event.

### Program Development Consultant

March 2005 – November 2006

### Caruth Institute for Entrepreneurship, Cox School of Business, SMU

Dallas, TX

Develop and manage the annual Dallas 100™ Awards program which involves creating and executing print and radio media plans; acquiring \$100k of sponsors; forecasting and managing difficult budgets; coordinating with community leaders for continued involvement and interest in the program; and maintaining all community relations with local and regional business outlets. Promote and organize eighteen MBA, EMBA and Undergraduate entrepreneurial courses at the Cox School of Business. Create and execute marketing opportunities for the Starting a Business Certificate Course which lead to the second highest registration in course history. Secure sponsors and speakers for the bi-monthly program called the Southwest Venture Forum.

### Assistant Director

April 2002 – June 2006

## **Collin Small Business Development Center**

Plano, TX

Teach workshops to assist small business owners in the areas of marketing/sales, business plan writing and government contracting. Acquisition of special grant funds to develop a women-owned business program consisting of six weeks of curriculum, speakers, and case studies.

## **Small Business Consultant**

April 2000 – April 2002

## **Héctor Gómez Engineers, Inc**

Richardson, TX

Manage the day-to-day administrative and marketing operations of this 35 employee, engineering consulting company. Market to prospective clients which includes creating marketing materials, writing proposals, maintaining client relations, negotiating contracts, and developing internal and external communication programs. Execute governmental contracting opportunities and minority business certifications.

## **Vice President / Administrative Director**

January 1992 – December 1999

## **VOLUNTEER & CIVIC**

City of Richardson, City Council Place 5

City of Richardson, City Plan Commission

City of Richardson, Charter Review Commission

City of Richardson, Education Advisory Committee

NETWORK of Community Ministries

Board of Director Secretary, Audit Committee Secretary

Leadership Richardson Alumni Association

Membership Vice President, Web Development Vice President, Board of Directors Leadership Development

Richardson Symphony Orchestra, Committee Member

Allen Fairview Chamber of Commerce, Ex-Efficio Board Member

Jesuit Ursuline Ranger Band Booster Club

Freshman Jesuit Vice President, Board of Directors - President Elect, Board President

Altrusa International of Richardson

Outstanding Women of Today - Education (Finalist) and Government (Finalist)

North Texas Super Bowl XLV Host Committee Small Business Action Team

National Football League 2011 Business Leadership Forum Lead

Leadership Richardson Class XXVI

Junior League of Richardson Advisory Board Member

Community Link Volunteer

All Saints Catholic School Marketing Chair

Plano Junior Lacrosse Board Member

St. Joseph Catholic Church Family Ministry

## **EDUCATION**

1988–1991 Texas A&M University, College Station, TX, Bachelors in History