Erika R. Ogedegbe

<div align="right">November 16, 2021</div>

Loudoun County School Board
c/o Shari Byrne, Clerk of the School Board
LCPS Administrative Offices
21000 Education Court
Ashburn, Virginia 20148

To Whom it May Concern:

It is with enthusiasm that I submit this statement of interest to serve as the Leesburg representative for the Loudoun County School Board. I've been a resident of Leesburg for almost 20 years, and I am the parent of three Loudoun County Public School students, two of whom graduated from ██████████████████████ ██████████████████████ 've been looking for ways to become more involved in the community and have been compelled to step forward by the ongoing debates, nationally and locally, about what we teach in schools and ultimately how we exist in community with one another with respect and empathy.

I was born in Chicago to a west coast (Seattle-Anchorage) mother and east coast (Bronx) father. I grew up in Brookline, Massachusetts, and spent summers in West Virginia. My parents raised me to have a deep appreciation and understanding of difference, of any kind, as an enriching aspect of life and the importance of building community. I took this interest into my study of cultural anthropology at the University of Massachusetts at Amherst. And today, I continue to learn about difference in language and culture from my family. I live in a multicultural household with my husband Nathaniel, who is originally from Lagos, Nigeria, and our three children.

During the almost two decades since moving to Loudoun County, I've experienced the exponential population growth. From my perspective as a parent, I've seen the school system working hard to keep up with that growth and provide a quality public education for all county residents. It is imperative that the county continues to deliver a quality education that prepares all of our students as they come of age in the 21st century. Supporting our students requires providing them with a solid academic foundation, allocating resources to support the academic, extracurricular, and safety needs of our students and staff. We must also foster the exposure, understanding, empathy, and appreciation for what it means to be citizens of an increasingly diverse community and world.

Professionally, I have over twenty years of experience in Higher Education and private sector consulting environments. I currently serve as the Associate Vice Provost of Student Systems, Services and Analytics, prior to that I worked as a Technology Program manager at IBM. I have had a long-term focus on technical solution implementations and business process improvements, and have a detailed and strategic understanding of the need for and use of data to support strategic, operational, and planning functions for an organization. In the context of working with a large school system, these skills would be imperative in understanding data about trends, outcomes and shifting demographics. I have a proven track record of working collaboratively with cross-functional teams and stakeholders on complex projects to enhance and enable new technologies and capabilities. In addition to the formal positions I have held, I have also served on a number of committees and have a solid understanding of shared governance in complex organizations. My ability to connect with, listen to, and understand colleagues and stakeholders with varying experience and perspectives, has been a key component in establishing trust and strong working relationships.

In all of my professional endeavors, I have consistently earned a reputation as an excellent communicator who seeks to understand divergent ideas and works successfully to gain consensus to achieve strategic, operational and organizational needs and goals.

Should I have the opportunity to serve on the board, I would work to use my skills as a bridge builder to continue to make forward progress for our students and community. I look forward to speaking with you more about my qualifications and interest in serving the community as a member of the Loudoun County School Board. Until then, thank you for your time and consideration.

Sincerely,

Erika R. Ogedegbe

Enclosures: Resume, Certificate of Candidate Qualification

Erika R. Ogedegbe

Senior IT leader with 20+ years with progressively responsible experience. Provide strategic leadership, vision, planning, and guidance in both higher education and private industry settings. Proven track record of successful cross-functional collaboration on complex technicalsolutions and implementations with a focus on extensive stakeholder involvement, process excellence, innovation, and optimizing humanand budget resources. Strong communicator, able to successfully collaborate across all levels of the organization. Highly motivated, analytical, with a contagious can-do attitude of ownership and responsibility.

- Program & Project Management
- Data, Analytics & Reporting
- IT Portfolio Oversight
- Stakeholder Engagement

- Strategic Planning
- Digital Transformation
- Business Process Analysis & Design
- Large Scale Platform Support

- Vendor & Contract Management
- Responsive Project Management
- Team Leadership & Coaching
- Cross-functional Collaboration

Experience

2009 – Present   **GEORGE WASHINGTON UNIVERSITY**
AVP Student Systems, Services and Analytics, Enrollment and Student Success (2018 – Present)
- Lead newly created diverse team of functional areas including ESS Systems, Data Analysis and Student Financial and Registration Services (one-stop-shop for student services).
- Assess needs, identify resources to improve operations on existing platforms or with new technologies.
- Provide strategic direction and priorities for ESS Systems unit responsible for supporting student experience initiatives including CRM for admissions and advising (TargetX/Salesforce), ERP (Banner) upgrades and configuration and associated application implementations and upgrades. Collaborate extensively with schools and other business units on projects (student affairs, development, finance).
- Led discovery engagement with distributed advising units and rollout of university wide of Salesforce for advising.
- Lead discussions and discovery to support the expansion of reporting and analytics capabilities, predictive analytics and modeling for enrollment and retention in response to emerging priorities and longer term strategic needs.
- Manage portfolio of projects for Enrollment, identify and secure funding for priority projects, partner with GWIT on implementations and upgrades, process automation efforts and optimization of current tools and systems.
- Co-Chaired cross-functional working group with CIO to develop a comprehensive strategy for Enterprise CRM. Recommendations included guiding principles, structure for center of excellence, staffing, support, CRM architecture, data governance, integration needs and preliminary roadmap. Coordinated Salesforce SPARK engagement during which 35 leaders from across the university were interviewed to share perspectives on strategic goals and challenges. Worked with consultants on positioning of recommendations.
- Chair CRM Advisory Board, serve as CRM student product owner and provide guidance to Salesforce team on priorities and direction for projects and support.

IT Director, Enrollment Management and Retention (2017 – 2018)
- Directed the transition to a shared services model for Enrollment systems and business analysts. Managed daily systems and processes while overseeing the divisional IT portfolio, projects, systems, budgets and contracts.
- Established oversight of Salesforce as an enterprise engagement platform, building out capabilities for marketing, admissions and student advising. Student org has close to 900 active staff and faculty users and is used by 9 GW schools, admissions, recruitment, advising, and orientation.
- Became the key liaison between GWIT and the business units. Hired centralized Salesforce Admin team, identified and developed scalable CRM staffing plans.
- Increased reporting and planning capabilities which resulted in increased access to data via reports and dashboards.

Special Projects (2015 – 2017)
- Assumed additional interim duties and led special projects during period of significant technological change.
- Liaised with Enrollment department heads to ensure prioritized IT projects were aligned with strategic needs.
- Identified opportunities for greater efficiencies, introduced and facilitated greater collaboration between business units, implemented new technology, and streamlined business processes.
- Chaired CRM working group to develop set of recommendations on best practices and formalized governance.
- Special project highlights included: Enhanced technical and reporting capabilities; hands on support for data integration design, testing, and operations that enhanced data quality; functional Lead for Undergraduate Admissions CRM (Salesforce) and ECM (Perceptive Content) implementation projects; product owner for Financial Aid BI project focused on tracking expenditures.

Senior Associate Director, Office of Student Financial Assistance (2009 –2017)
- Managed team responsible for document intake, processing and Tier II customer service.
- Developed new procedures to improve efficiency and accuracy of document processing.
- Primary POC for the adoption of CRM system (Remedy) for case management (intake and escalations).

2003 – 2009   IBM INC.

Program Manager, Technology (2007 – 2009)
- Program Manager and primary technical contact for executive leadership in the Army Education office.
- Managed and motivated multi-disciplinary development, operations and maintenance teams (PeopleSoft, Portal, Requirements, Quality Assurance, Data Warehouse and Architecture) of fulltime IBM staff and sub-contractors under very aggressive time schedules for large scale expansions, upgrades and change orders.
- Worked in conjunction with executive client leads to analyze business processes, recommend and implement technological solutions and business process redesign to enhance and enable their capabilities and capacities.
- Led design, build, testing, change management and launch of GoArmyEd; an online distance-learning portal utilized by over 300,000 U.S. Army Soldiers to register for classes at over 1,000 universities.
- Led development of automated billing solution for schools to invoice US Army for tuition funds.
- Responsible for meeting production system uptime SLAs for 24/7 use by globally distributed user base.
- Coordinated large scale, scripted user acceptance testing for client review, testing and sign off prior to go-live.
- Led implementation of Rational Tool suite for change management, SDLC and case tracking.
- Developed and managed roadmap for mandatory upgrades, change requests and production support.

PeopleSoft Team Lead (July 2005 – September 2007)
- Managed the GoArmyEd PeopleSoft Student Administration team of application developers and business analysts responsible for production support and change requests (new development).
- Served as project manager for all team efforts, ensured adherence to project schedules and budgets.
- Conducted stakeholder requirements gathering sessions, led collaborative technical design sessions to ensure solutions met client needs. Developed technical specifications for custom programs and modifications.
- Designed technical solutions for client's daily, weekly, monthly and annual reporting requirements.

Functional PeopleSoft Consultant (July 2003 – June 2005)
- Performed business and data analyst functions and configuration of PeopleSoft Student Administration instance.
- Gathered and documented requirements, developed detailed requirements traceability documents, contributed to technical design, developed formal test scripts, conducted system testing.
- Implemented enhancements and provided production support for records management, class registration, degree progress audit, and student financial modules.

1996 – 2003   UNIVERSITY OF MASSACHUSETTS, AMHERST

Assistant Director and Implementation Lead, Financial Aid Services (July 2000 – June 2003)
- Project based position created to serve as part of a strategic implementation team to lead migration from the existing mainframe to PeopleSoft. Included discovery, fit-gap, business process re-design, change management and training.
- Improved coordination and collaboration between administrative units on campus resulting in more effective communication and understanding of new business rules and processes.
- Established standard protocols for intranet content deployment.

Assistant Director, Financial Aid Services (April 1996 – June 2000)
- Supervised staff responsible for federal, state, and private student loan processing (60 million annually).
- Coordinated production of office publications and forms, internet and intranet content.

1993 – 1995   DEERFIELD DATA SYSTEMS INC.

Accounts Payable, Procurement and Inventory Manager
- Controlled all payables, managed invoices for payment and tracked overhead expenses.
- Collaborated with the CFO on monthly and quarterly financial reporting preparation.
- Purchased computers, peripherals, and component systems for retail sales operation. Negotiated pricing breaks with vendors based on sales forecasts. Balanced cost and delivery time to ensure profits and customer satisfaction. Supervised warehouse personnel and responsible for shipping and receiving operations.

Committees

- CRM Forum Steering Committee (2019 – Present) 35 schools focused on enterprise architecture and CRM implementations
- CRM Advisory Board Chair (2017 – Present)
- Student Services Microtrends Chair (2020-Present)
- Banner Advisory Committee (2015 – Present)
- Data Governance Committee / Data Steward (2015-Present)
- IT Directors Council Member (2017 – 2020)
- Business Intelligence Advisory Council (2017 – 2020)

Education

University of Massachusetts, Amherst
Bachelor of Arts: Major – Anthropology. Minor – Zoology