

January 1, 2024

Dr. Jimmy Clarke
Board of Supervisors
University of Louisiana System
1201 North Third Street, Suite 7-300
Baton Rouge, LA 70802

Dear Dr. Clarke,

My letter today is for and because of Grambling, Louisiana, and Grambling State University (GSU). The little boy who sat in the president's office with the incomparable Mary Hobdy to prepare Founder's Day programs stands today with the requisite education, experience, and empathy to apply for the presidency at his alma mater. It is truly an honor to pen these words.

From my days at Grambling Lab as a scholar, musician, and student-athlete to my collegiate experience as student government association president, GSU prepared me to be an innovative thinker and world-

Smithsonian's Hirshhorn Museum. Six episodes were filmed on MICA's campus, yielding student internships and an earned media value of \$2.6 million.

I led the brand activation strategy at GSU in partnership with Parkwood Entertainment and Beyonce, the most decorated Grammy artist, for launching her Ivy Park Collection and releasing her single *Before I Let Go*. This project resulted in 12.8 million impressions on Instagram featuring the World Famed Tiger Marching Band. This partnership's positive public perception contributed to the university's seven-year enrollment high. As a continuous innovator, I am excited about the possibility of establishing new creative partnerships that will amplify our iconic brand.

Dr. Martin Lemelle, Jr.

ABOUT ME

Third generation Grambling State Alumnus and native son of Grambling, Louisiana.

Respected change agent with a proven track record of organizing and developing highly functional teams that deliver superior performance. Effective communicator with the transformative ability to engage individuals at all levels of an organization.

EDUCATION

2022

SKEMA School of Business Paris, France
Doctor of Business Administration

2016

The George Washington University Washington, D.C.
Master of Business Administration

2006

Grambling State University Grambling, LA
Bachelor of Science: Accounting

EXPERIENCE

2021-PRESENT
MARLANA COLLEGE OF ARTS
Executive Vice President & Chief Financial Officer

2016-2021
GRAMBLING STATE UNIVERSITY
Executive Vice President & Chief Operating Officer

2013-2016
INDUSTRIAL RETAIL GROUP
Director of Business Administration

2008-2013
DEAN FOODS
Director of Revenue Management

2006-2008
GENERAL ELECTRIC
Financial Management Program

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PROFESSIONAL EXPERIENCE

EXECUTIVE VICE PRESIDENT CHIEF FINANCIAL OFFICER
M I C A (MICA), B , MD September 2021 –Present

As the nation's oldest continuously degree-granting college of art and design, MICA is located in Baltimore and deeply connected to the community. It is a leading contributor to the creative economy and a top producer of nationally and internationally recognized professional artists and designers. Selected from an international search to reimagine the college's business model and enhance the student experience's value proposition. Hired as the Vice-President of Finance and Business Services in 2021, promoted to Executive Vice-President and Chief Financial Officer in 2023, serving as the president's delegate and lead administrative officer of the college.

C R

Member of the President/CEO's cabinet and second in command for an organization of over 600 employees and over 2,000 students
Provide divisional leadership for the Business Services, Finance, Strategic Initiatives, Governmental Relations, and Baltimore Creatives Acceleration Network teams
Responsible for the successful management of a \$91 million operating budget and \$120 million endowment

M A

Executive team leader on the 2022

G S U (GSU), G CHIEF OPERATING OFFICER , LA August 2016 –September 2021

Grambling State University is one of the world's most recognizable collegiate brands. Renowned for its leadership in Computer Science and Developmental Education, GSU's brand equity is enhanced through the prominence of its *World Famed Tiger Marching Band* and historic football program. Hired in 2016 as Interim Chief Operating Officer, promoted to Executive Vice-President and Chief Operating Officer in 2019, serving as the second in command and president's delegate.

C R

Member of the President/CEO's cabinet and second in command for an organization of over 500 faculty and staff and over 5,400 students

Provided divisional leadership for the following teams: Marketing, Communications, Strategy, Finance, University Police, Information Technology, Human Resources, Title IX, Facilities, and Risk Management

DIRECTOR OF BUSINESS ADMINISTRATION

I R G , B , MD *April 2013 – August 2016*

Industry Retail Group supports thousands of Fortune 1000 retailers through a portfolio of broadband-enabled services. Recruited to re-establish a financial and administrative team post-acquisition by Vector Security.

Performed leadership responsibilities for the following departments: Procurement, Financial Planning and Analysis (FP&A), Human Resources, Legal, and Consultant Services

Implemented a vendor evaluation matrix and review process for a vendor pool of over 200 partners, accounting for \$20 million in spending

Created a performance management program that linked goal setting with performance reviews and employee rewards

Developed a tiered margin commission model that increased Q2 2014 profitability for the equipment segment by 12%

FP&A A H S D

Developed the 2008 Operating Plan for the Americas Organization -\$1.3 billion in revenue
Certified a lean Six Sigma project to realign base cost reporting for 91 cost centers with a \$225 million budget.
Created management analytics for product line performance, headcount, base cost, and service revenue

C A I P D

Managed inter-company transactions for HQ-\$1.5 million quarterly
Facilitated the account reconciliation training and audit for GE Security HQ, Europe, and Asia

THESIS AND DISSERTATION COMMITTEES

Yates, C. (2023). "The theory of leadership in impotency – studying the recursive loop between leadership impotency and becoming the system." Doctoral dissertation, Business Science Institute, Luxembourg City, Luxembourg.

Fernando, R. (2023). "New ownership and management in family succession. The case of Chinese family businesses." Doctoral dissertation, Business Science Institute, Luxembourg City, Luxembourg.

PUBLICATIONS

Lemelle, M. and ... (2023). Business Science Institute. "The Keys to Success for Maintaining Change in U.S. Higher Education." *Impact Knowledge*, 20 Dec. 2023, en.dba-knowledge.com/post/the-keys-to-success-for-maintaining-change-in-u-s-higher-education.

80 Tales of DBA / 80 Récits D'impacts Du DBA: 2013-2023. France, Éditions EMS, 2023. (Pg. 229, Martin Lemelle "Research road trip")

Lemelle, M. (2023). "Identifying and analyzing the key success factors for maintainable organizational change: Group conceptualizing explorations in U.S. higher education." Doctoral dissertation, SKEMA Business School, Paris, France.

SELECTED KEY NOTES

Association of Independent Colleges of Art & Design Fellows Program 2022: *The Modern CFO*

Apogee Corporation 2021: *The Power of the HBCU in Higher Education*

Higher Education Leadership Fellows 2020: *The Role of the Chief Operating Officer*

SPECIAL INTERESTS

P S

2020 Endorsed Candidate for U.S. Congress in LA-5

U C C

Member and Unhoused Ministry Volunteer

I B C

Supported client TT8 1 Tf5.09804 1 Tf5.09804 1 Tf5.01 2ance.