



ESC

Executive
Service
Corps
of The Triangle

PROFESSIONAL, AFFORDABLE CONSULTING FOR NONPROFITS

Executive Service Corps of The Triangle Consultants

Project Team

Paula Hartley



Corbin Whittington



Diana Bing



Candice Miles



Consultants



German Arciniegas

German Arciniegas is a founding partner at Santar Investments LLP and most recently served as Vice President of North America with eTask Technologies LTD. Prior to this he was Director of Product Management for Business Intelligence (BI) Applications at Oracle Corporation. Before joining Oracle, German was founder and CEO of PMA Enterprises, Strategic Planning & Business Consultants in Colombia and the US. Prior to that, he was General Sales Manager for Apple Computer, Inc. in Latin America, having first established himself as the Founder and CEO of Apple

Computer Colombia, as Apple's exclusive distributor and the first and largest chain of microcomputer stores in Colombia.

German graduated Summa Cum Laude in Business Administration from the Universidad de Bogota JTL, Colombia, and holds a Master's degree in Business Administration from Babson College, Massachusetts, US. German has been a professor in Business Administration at Los Andes University, Bogota, Colombia. He is a member of the Board of Directors of Goodwill Industries of Eastern North Carolina and of Goodwill Community Foundation and has been a mentor and presenter at the Elizabeth Edwards Foundation.

"German was one of the most energetic, passionate and thought-provoking leaders I have had the pleasure to meet. His talent to work with people is truly an art." Peter Tubb, eTask



Diana Bing

Diana retired from IBM as the Corporate Director of Enterprise Learning where her programs and initiatives won numerous awards from prestigious organizations such as ASTD, Brandon Hall and SHRM. Her career with IBM encompassed extensive worldwide managerial and executive experience in sales, marketing, coaching and service delivery. Her positions at the company included stints as: Director of Industry Marketing/Communications, Director of Retail Solutions/Applications Solutions, Executive Assistant to the GM and

Corporate VP of the Application Solutions Division, Branch Manager of a Manufacturing and Distribution Branch Office and a Regional Manager for Product Marketing Programs.

Diana earned her Master of Arts in Psychology and Counseling, as well as a Master's in Education, from Columbia University, NY. She is a Certified Professional Co-Active Coach and co-author of Intelligent Mentoring: How IBM Creates Value through People, Knowledge and Relationships.

Diana's experience with ESC has been primarily with board retreats and coaching, as well as leading board development and organizational assessment engagements.



Sheneque Brawley-Duncan

Sheneque Brawley-Duncan is a marketing strategist with nearly 20 years of experience, serving both the B2B and B2C sectors. She enjoys partnering with small businesses and non-profits to implement programs focused on revenue growth, brand recognition, and operational efficiency. Through marketing management roles, Sheneque has successfully led thought leadership, brand identity, product launch, lead generation, communications, and sales enablement initiatives. Prior employers, clients, and partners have ranged from startup to Fortune 500 companies; with extensive experience in tech, building solutions and wireless industries.

Sheneque is passionate about empowering youth in our community. She is honored to serve as a mentor and previously volunteered as a troop leader for the Girl Scouts of NC Coastal Pines. She has contributed to youth organizations in Board Member and Advisor roles and has been asked to consult on marketing and fundraising projects. This NC native is a graduate of the University of North Carolina at Chapel Hill.



O'Neill D'Cruz, MD, MBA

O'Neill (Neil) has worked in the field of neurology for over 25 years as a board-certified neurologist and epileptologist, clinical investigator, health policy and patient advocate and consultant to leading pharmaceutical and medical device companies. Neil was a professor of neurology and pediatrics at the University of North Carolina at Chapel Hill, and his previous industry appointments include medical director of neurology at UCB, a pharmaceutical company, and chief medical officer at Cyberonics, a medical device company.

Currently, Neil serves on the board of directors of the American Society of Experimental Neuro-Therapeutics (ASENT). In addition to working as an independent neuro-therapeutics consultant, Neil maintains a limited clinical practice targeted towards underserved regions and population segments. He also works with faith and community-based non-profit organizations that provide access to basic human needs and services, serves as faculty on executive leadership training programs and mentors young and mid-career professionals in both the private and public sectors.

Neil completed undergraduate medical training at St John's Medical College, Bangalore, India, and pediatric and neurology residencies at Rush University and Medical College of Wisconsin, respectively. He obtained an MBA from the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill.



Robert Felder

Robert Felder has spent 41 years as a Systems Engineer and Software Sales Consultant for one of the major global Information Technology companies. In the fast pace Software Information Technology Industry, Robert has been instrumental in supporting key strategic customer and partner initiatives nationally and globally in both commercial and Public Sector territories. Some of Robert's key roles have been business development, program management, partner recruitment and seller onboarding and training.

Having retired from his initial career, Robert continues to share his skills through various opportunities. Robert joined the Executive Service Corp of the Triangle as a new consultant in 2019 and has gotten involved in the assessment of ESC infrastructure components that would continue to ensure the delivery of exceptional user experiences.

Robert is also a volunteer mentor at one of the Wake County Elementary School's 'Boys Leadership Club' for 3rd and 4th grade boys.



Maja Hall

A native of New Jersey, Maja Hall relocated to the Triangle area completing her undergraduate studies in Marketing and 3D Animation & Multimedia Design. Maja has a passion for community advocacy and helping those around her realize what is possible. She is a strategic thinker able to successfully lead initiatives from concept to implementation. Her career began in IT as an IT Solutions Business Manager for GSK where she advocated for the needs of her team, offered business solutions to complex situations and successfully launched the company's first Learning Management System for 10,000+ users. Next, she joined the commercial side of the organization

where she held various roles specializing in strategic planning, sales, project management, training, organizational leadership and program development. She designed and delivered the Hope After HIV program, the first International and National HIV Community Partnership & Advocacy program for ViiV Healthcare - the HIV Division of GSK. The program raised more than \$75,000 in donations, created revenue generating opportunities for families and sponsored education for children. Maja received multiple awards and recognition during her tenure with GSK including the CEO Multicultural Marketing Award for 'GSK Hope after HIV' community programs and Excellence in Marketing for the HIV division 'A Positive Life' national AIDS Service Organizations program.



Verona Middleton-Jeter

Verona retired in 2010 as Executive Director of the Henry Street Settlement. She started at Henry Street as a young social worker and rose through the ranks to Chief Administrator of the Homeless Service Division where she oversaw the implementation of innovative employment training programs that emphasized the concept of self-help and the importance of building on clients' strengths. During Verona's tenure as Executive Director, Henry Street's annual budget grew to \$39 million. Her leadership also saw the opening of their Workforce Development Center and their Neighborhood Resource Center, the reinvigation of the Abrons Arts Center and a permanently supported housing residence. Verona has received various prestigious awards for her work at Henry Street Settlement.

Verona received a B.S. from Benedict College in Columbia, South Carolina, and her MSW from Smith College. She also earned her Nonprofit Management Executive Level Certificate at Columbia Business School (Columbia University Campus) in New York.

Verona joined ESC in October 2012 and has begun consulting on ESC engagements.



Lee Watkins

Lee is a human relations executive who has a record of positive results in staffing, planning and development, benefit administration, labor relations and safety and employee diversity. He began his career with Miller Brewing Company before moving to Schering-Plough Corporation, now a subsidiary of Merck & Co. His career continued to develop when he became HR manager for Tropicana-Dole North America, then for Flextronics and later for Hartz Mountain Corporation.

Lee previously served the nonprofit world by spending five years as the senior director for the New Jersey Association on Correction. He has a B.S. degree in industrial management from North Carolina A&T State University in Greensboro, NC, and has taken courses toward a master's degree in industrial relations at Rutgers University.



Corbin Whittington

Corbin has over 38 years of broad industry experience in engineering and manufacturing within the public, private and government sectors. He has over 15 years of senior executive experience in multiple companies including multi-national, Fortune 500 and privately held firms. He has expertise in mergers and acquisitions, change management, restructuring and reorganization.

Corbin was a board member for Raritan Introduction of Minorities to Engineering and Science (R.I.M.E.) in Raritan, NJ, and he was a vice president of the Sons of Allen Men's Ministry. He also served as a corporate executive liaison with the United Way of Berks County, Pennsylvania.

Corbin has a B.S. in industrial and systems engineering from North Carolina A&T University, as well as an M.S. degree in engineering management from the New Jersey Institute of Technology. He holds several certifications from the California Institute of Technology, Harvard University and the New Jersey Institute of Technology.



Fred Williams

Fred is a sales and marketing leader with a solid background in leading diverse teams to deliver the sales strategy and grow revenue by effectively providing the local vision aligned to the company goals with clarity and tactical execution. He has advanced knowledge of how to coach each sales professional individually to reach their maximum potential. Proven history of building and maintaining positive relationship with customers and matrix partners, resulting in account development and retention. Fred is experienced and effective in performance management to ensure all members of the sales team is aligned to the company goals. He is also experienced in coaching a

team to problem solve and take ownership of local issues that will provide greater customer support and product utilization. Fred has strong project management and organization skills.