

Contact

www.linkedin.com/in/lillian-salerno
(LinkedIn)

Top Skills

Public Policy

Healthcare

Community Outreach

Languages

English (Native or Bilingual)

Spanish (Professional Working)

Italian (Professional Working)

Lillian Salerno

Senior Strategist

Washington, District of Columbia, United States

Summary

Results-oriented and strategic leader with over 20 years of extensive experience developing and implementing public, regulatory and government relations strategies and initiatives with in-depth knowledge of the local business, legal and political environments both domestically and internationally. Highly skilled in planning, organizing and implementing economic development functions from conception to completion, including business retention, business attraction and incentive programs. Viewed as a trusted advisor with a successful track record in building and maintaining strong relationships at all levels of a corporate and governmental organization. Possess proven success in managing sales organizations, budgeting and management, operational characteristics & services, cross-departmental project management, information technology utilization, human resources development, review and analyze data and deliver information in a comprehensible manner. Ability to collaborate with diverse groups of stakeholders, experience working with a multicultural workforce and sensitivity to and appreciation of cultural differences. Adept at leading a team both domestic and internationally to success through leadership, integrity, strong moral and ethical foundations, motivation, and personal and professional development.

Experience

USDA Rural Development

Rural Development State Director for Texas

July 2022 - Present (1 year 2 months)

Temple, Texas, United States

Manufacturing and Economic Development

Senior Strategist

January 2020 - January 2022 (2 years 1 month)

Washington, District of Columbia, United States

Provided innovative solutions to ensure essential supplies for delivering COVID-19 vaccines are manufactured in the United States. Developed and oversaw communications and political strategy for Executive Branch and Hill relationships. Delivered results under challenging conditions and unforgiving timeline to ensure supplies were delivered to meet the COVID-19 vaccination schedule.

Salerno for Congress

Congressional Candidate

September 2017 - May 2018 (9 months)

Texas 32nd District

- First time candidate, advanced into two-candidate runoff after competitive seven-candidate primary.

USDA

6 years

Deputy Under Secretary of Rural Development

August 2015 - January 2017 (1 year 6 months)

Washington D.C. Metro Area

- Fought tirelessly to assure rural programs were positioned for success and sustainability in my subcabinet role as the policy expert for maximizing economic opportunities for rural citizens.
- Served as a founding member of the White House Rural Counsel and have been an unwavering voice for the state of rural Americans and their specific concerns regarding innovation and entrepreneurship/business start ups, manufacturing, access to capital and consolidation especially for new and beginning farmers.
- Oversaw a federal budget of 30 billion dollars and over 5000 federal employees. • Led and served on numerous White House working groups including the Interagency Task Force focused on the rural opioid epidemic as well as the White House National Economic Council's "Investing in Manufacturing Communities" initiative to promote capacity building in U.S. manufacturing, resulting in the first ever USDA NOFA directed toward developing manufacturing capacity in rural areas.
- Analyzed existing economic situations relative to business attraction and expansion; reviewing modern techniques for business attraction & retention and resolved sensitive and controversial issues.

- Served as the US delegate to the United Nations OECD (Organization for Economic Co-operation and Development) where I was the Vice Chair for the Working Party on Rural Development.

- Managed a multibillion-dollar loan and grant portfolio, I managed both political and career federal workers and created diverse internal boards and committees.

Administrator Rural Business-Cooperative Service (RBS)

June 2013 - August 2015 (2 years 3 months)

Washington D.C. Metro Area

- Oversaw and directed multiple loan and grant programs (over 11 billion dollars) designed to increase economic opportunities for businesses and constituents living in rural America.

- Led USDA to create an economic development division and implemented a reorganization to better serve rural America.

- Developed and implemented policies that support and encourage the expansion and diversification of existing business sectors in support of continued employment growth and area economic development.

- Testified before Congress regarding small business opportunities, rural development, opportunities in agricultural entrepreneurship, and oversight of USDA programs.

- Provided comments at the White House and at numerous high level meetings in the U.S. and abroad.

- Created a work environment for her employees congruent with the mission of serving their rural constituents including opportunities for mentoring and creating partnerships and leveraging resources with on the ground community based organizations.

- Served on the Executive Resource Board, which included issues surrounding cyber security, executive compensation and resource management.

- Developed and implemented policies that support and encourage the expansion and diversification of existing business sectors in support of continued employment growth and area economic development.
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Acting Administrator RBS / Special Assistant Rural Development
February 2011 - May 2013 (2 years 4 months)

Washington D.C. Metro Area

- Responsible for managing stakeholders, informing potential claimants regarding claims process regarding civil rights violations, including law firms and working closely with the White House General Counsel and the Department of Justice.
- Developed and conveyed recommendations to key stakeholders through both verbal and written communications, building support for new initiatives through the use of strategic influencing skills.
- Recognized for my leadership by the Administration and regularly participated as a speaker to Ag entrepreneurs, Opportunities for Diversity, Women in Ag, and millennials looking to change the face of government.
- Encouraged the generation of new ideas and approaches, leveraging best practices and embracing a spirit of continuous improvement.

Transparency and Competition in Healthcare Coalition
Advocacy Director

March 2009 - April 2010 (1 year 2 months)

Washington D.C. Metro Area

- Initiated and managed stakeholder groups including medical device manufacturers, labor groups, patient safety advocates and eventually Congress, which resulted in the passage of the Federal Needle Stick Safety and Prevention Act signed by President Clinton in 2000.
- Worked on the protection of consumers including the protection of nurses from infectious diseases during the HIV epidemic.

International Association of Safe Injection Technologies (IASIT)

Executive Director/Secretariat

June 2000 - August 2004 (4 years 3 months)

Geneva, Switzerland & Washington, DC

- Travelled internationally extensively setting up worldwide licensing and distribution agreements as Secretariat of the International Association of Safe Injection Technologies (IASIT), an industry trade group recognized as part of the United Nations through the World Health Organization.
- HIV Prevention Advocate who addressed the protection of consumers including the protection of nurses from infectious diseases during the HIV-AIDS epidemic. Initiated and managed stakeholder the Federal Needle Stick Safety and Prevention Act signed by President Clinton in 2000.

Retractable Technologies, Inc

Founder

September 1994 - May 2000 (5 years 9 months)

Little Elm, Texas

- Co-founded an advanced manufacturing company in rural Texas with money awarded from the federal government through an SBIR grant.
- Collaborated with the Government in promoting opportunities for manufacturing and competition, by advancing new technology, helping to fund the incubation of businesses critically needed, by protecting a company's proprietary intellectual property, and ensuring that the public can rely on the safety of a company's products.
- Responsible for selling/licensing proprietary, innovative-patented products in domestic and foreign markets.
- Provided advocacy and synergy to new business owners/investors, industry, community services, and organizations; and coordinated with provincial and federal government bodies to share information, access resources and streamline delivery of service to the community.
- Initiated and complied with regulatory bodies including USPTO, ISO, FDA and representative global harmonization bodies.
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Law Offices of Lillian Salerno

Attorney

1992 - 1995 (3 years)

Lewisville, Texas

Regularly designated as the court appointed ad litem for Spanish-speaking children needing legal representation and those receiving mental health services.

Education

The University of Texas at Austin

BA, Latin American Studies and Spanish

SMU Dedman School of Law

Juris Doctor, Law

University of North Texas

Masters, Sociology Criminal Justice