

## Contact

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## Top Skills

Strategic Partnerships

Business Development

Supplier Diversity

## Honors-Awards

100 Most Powerful Women in Business

Cover Story Feature - Entrepreneur Magazine

2018 Advocate of the Year - Minority Business Development Agency

Aspen Ideas Fellow

Ashoka Fellow - Kenya

# Natalie Madeira Cofield

National Small Business Advisor, Presidentially Appointed SBA Exec, Executive-in-Residence, Award winning 4x CEO, Entrepreneur, Advocate for Women, Philanthropist. Seen: Forbes, Fortune, Inc, Entrepreneur, Bloomberg

Washington, District of Columbia, United States

## Summary

Advisor, Former Fortune 100 Executive-in-Residence, and recent Biden-Harris presidentially appointed small business czar responsible for advisement of \$1.2 trillion in economic recovery relief for small businesses and distributing \$170M in funding. Award-winning entrepreneur, private, nonprofit, and public sector executive with 15+ years of experience in leveraging federal, private, and philanthropic capital to establish, incubate and scale small business and economic development initiatives throughout the US. Named 100 Most Powerful Women in Business by Entrepreneur Magazine and 100 Most Powerful Washingtonians by Washington Business Journal

Featured by: Entrepreneur, Forbes, Inc, Time, CNN, Business Insider, The Atlantic, Bloomberg, Fast Company

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## Experience

The Harbor Bank of Maryland

Member Board of Directors

October 2023 - Present (1 month)

As a corporate board member for Harbor Bankshares Corporation, I serve as a member of the governing body for Harbor Bank, Harbor Bank Development Corporation LLC, and Harbor Bankshares Capital Corporation.

As of December 31, 2020, Harbor Bank of Maryland's assets were \$321 million. The Bank conducts general banking business in six branch locations; primarily serving the Baltimore, Maryland Metropolitan area, and one loan office in Silver Spring, Maryland. The Bank is also a member of local and national ATM networks.

Harbor Bank Development Corporation LLC is a national leader in New Market Tax Credits with a total of \$435M in awards, surpassing Goldman Sachs and JPMChase in NMTC awards.

Harbor Bank Capital Corporation is an SBIC Equity and Debt Investment Corporation

Harbor Bank Community Development Corporation is responsible for supporting entrepreneurship training and community and real estate development.

## Mastercard

10 months

Advisory Board Member - Strive \$25M Fund  
February 2023 - Present (9 months)

Mastercard Launches Strive: a Global Small Business Initiative to Accelerate Economic Recovery

Strive kicks off with an initial commitment of \$25 million in philanthropic funding to strengthen the financial resilience and growth of small businesses globally

Executive in Residence/ Senior Advisor  
January 2023 - April 2023 (4 months)

Special Advisor reporting to President, North America and Head Small Business, North America providing strategic advisory regarding small business go-to-market strategies, strategic partnerships for Global EVPs and senior leadership

Lead direct small business advisory services for key clients within fintech and financial services segment

Key spokesperson for small business topics, featured expert on entrepreneurship for conferences, webinars and externally facing programming

## Various Companies

Advisor, Consultant  
August 2022 - Present (1 year 3 months)

Fortune 500, National Associations, Colleges & Universities, Media Outlets

National Keynote Speaker, Correspondent, Media Presenter

January 2010 - Present (13 years 10 months)

Nationally regarded keynote speaker specializing in providing engaging presentations, conversation, and dialogue for a range of audiences. Past speaking engagements have included Fortune 500 companies, national media outlets, global philanthropic organizations, colleges and universities, federal/state/local government, and industry and trade associations.

Selected past engagements include: Mastercard, Meta, Google, Applied, Samsung, Capital One, Verizon, South by Southwest, CTA, US Chamber of Commerce, Harvard University, Howard University, Carnegie Mellon University, Goldman Sachs, and The Atlantic, among others.

### U.S. Small Business Administration

Assistant Administrator (President Biden Political Appointee - Senior Executive Service)

March 2021 - September 2022 (1 year 7 months)

Washington, DC

Advised cabinet-level Administrator on the deployment of 1.2 trillion in small business federal disaster-recovery funding impacting 11.2 million small businesses

Direct oversight of \$70 million in grant-making authority, legislative advocacy, and programming for the largest Women's Business Center expansion and footprint in the history of the U.S. Small Business Administration - 146 centers in every state in the U.S. including Washington, DC and Puerto Rico

Senior principal (Senior Executive Service) for the U.S. Small Business Administration reporting directly to cabinet-level Administrator - with 11 direct reports - representing SBA and Biden-Harris Administration as senior spokesperson for conferences, programs, and events on topics pertaining to small business

Responsible for the design and development of the newly established national Community Navigators Pilot Program including the deployment and investment of \$175M in federal funding to support national diverse entrepreneurship ecosystems.

Management oversight of the National Women's Business Council, the Presidential advisory body on women in business

Advise economic policy for SBA before congressional leadership and The White House

Manage office reorganization including extensive organizational assessment, budget and staffing alignment and Congressional and Administrator level approvals

Agency Leadership: Senior Designee White House Gender Policy Council, Chair SBA WH Equity Taskforce, Chair SBA HBCU Taskforce

## The White House

1 year 5 months

Chair SBA/White House Gender Policy Council Taskforce

April 2021 - August 2022 (1 year 5 months)

Washington, United States

\*\* White House SBA Gender Policy Chair responsible for producing the first-ever gender strategy report on behalf of the SBA requiring analysis of SBA engagement, outreach and efforts to support gender equality and equitable access to resources for women across all offices within the Agency. \*\*

The Gender Policy Council (GPC) was established by President Biden to advance gender equity and equality in both domestic and foreign policy development and implementation. The GPC covers a range of issues—including economic security, health, gender-based violence and education—with a focus on gender equity and equality, and particular attention to the barriers faced by women and girls. It also plays an essential role in the President's efforts to advance equity in government policy for those who face discrimination and bias based on multiple factors—including members of the Black, Latina, Native American, AAPI, and LGBTQI+ communities, as well as persons with disabilities.

Co-Chair, SBA/White House Equity Taskforce

April 2021 - August 2022 (1 year 5 months)

\*\* White House SBA Equity Co-Chair responsible for producing the first-ever Equity Action Plan on behalf of the Agency requiring analysis of SBA engagement, outreach and efforts to support equitable access to resources for under represented communities across all offices within the Agency in alignment with President's Executive Order. \*\*

SBA offers support for each stage of the entrepreneurship journey through products and services. Entrepreneurs of underserved communities can

experience barriers to accessing those resources. This Equity Action Plan, in conjunction with Executive Order (EO) 13985 (“Advancing Racial Equity and Support for Underserved Communities Through the Federal Government”), outlines how SBA will reduce barriers and improve access to the following resources:

#### Capital Access

Federal Government Procurement and Contracting Opportunities

Disaster Assistance

Business Counseling, Training, and Services

The plan also highlights SBA’s commitment to advancing civil rights including leadership from the agency’s Office of Diversity Inclusion and Civil Rights. It aligns with SBA’s mission to work with a wide diversity of businesses across America and the broad way those companies need to access a diverse set of services to get where they need to be – SBA’s equity plan ensures we’re reaching those businesses that need help accessing the resources available to them.

#### Co-Chair SBA/White House Council on HBCUs

June 2021 - July 2022 (1 year 2 months)

\*\*\* Responsible for tripling number of WBCs on campus of HBCUs during tenure \*\*\*

Serve as a the Senior Designee, spokesperson and representative on behalf of the U.S. Small Business Administration to the White House Council on Historically Black Colleges and Universities, representing the programs, initiatives and efforts on behalf of the SBA to engage with and support HBCUs.

#### U.S. Chamber of Commerce

Co-Founder \$14M Coalition to Back Black Business (U. S. Chamber of Commerce)

July 2020 - March 2021 (9 months)

Co-founding organization for \$14 million Coalition to Back Black Business partnership with U.S Chamber of Commerce responsible for allocation of more than \$14M critical financial and technical assistance resources for Black-owned, women owned business throughout the US

The Coalition to Back Black Businesses is a multi-year initiative to support Black small business owners and the communities they serve as they recover

from the COVID-19 pandemic and chart a path forward. Small businesses are critical parts of communities – the strength of these businesses is essential to the recovery of their communities.

Through the Coalition, the National Black Chamber of Commerce, National Business League, U.S. Black Chambers, Inc., Walker's Legacy, and the U.S. Chamber of Commerce Foundation, will work together over the next four years to provide over \$14 million in grants, training, and resources to empower Black-owned small businesses in distressed communities that have long been struggling with economic growth.

From 2020 through 2023, we will distribute \$5,000 grants to applicants each fall, followed by mentorship and training, and select few will receive \$25,000 enhancement grants the following summer. We hope these grants can provide some assistance to the Black business community to emerge from this crisis stronger than ever. We know the need for assistance is great, and we wish we could help everyone who needs it.

#### Walker's Legacy

11 years 3 months

Founder, Walker's Legacy Foundation (Non-profit Arm of Walker's Legacy)

April 2016 - March 2021 (5 years)

The Howard University School of Business is proud to announce the Walker's Legacy Scholarship for Enterprising Women, a \$25,000 fund that will support enterprising students enrolled at the Howard University School of Business over the next five years. Walker's Legacy, founded by Howard University alumna Natalie Madeira Cofield, is the largest digital platform for multicultural women in business.

#### Founder & CEO

January 2010 - March 2021 (11 years 3 months)

Founder of largest platform for the professional and entrepreneurial multicultural woman established to inspire, equip, and engage through thought-provoking content, educational programming, research, and a global community.

Successfully generated more than \$10M in multi-year contracts, sponsorships, partnerships and revenue on behalf of the organization, including partnerships with Comcast, Facebook, Airbnb, Google, Paypal, Verizon, Microsoft,

Wells Fargo, IBM, and various federal agencies among other Fortune 500 corporations and global nonprofits

Co-founding organization for \$50 million Coalition to Back Black Business in partnership with U.S Chamber of Commerce responsible for allocation of more than \$10M critical financial and technical assistance resources for Black-owned, women owned business throughout the US

Founded national women in business digital multimedia platform for professional and entrepreneurial multicultural women to inspire, equip, and engage through thought-provoking content, educational programming

Nationally expanded operations to 20 cities, a 60,000-member network and a team of ~ 30 full and part time employees

Designed and produce national summits, women in business tours, master classes, workshops, seminars and national awards programming, reaching more than 5,000 attendees annually

Established national advisory board, corporate relations, strategic partner engagement, and national media relations

Leveraged multi-year investments from entities including W.K. Kellogg Foundation, Citibank, HSBC to establish the organization's nonprofit arm, Walker's Legacy Foundation

The organization operates 15-chapters across the nation producing small business accelerators, business training, and mentor-matchmaking programming to build local ecosystems for the fastest growing entrepreneurial segment, women of color.

Cofield successfully scaled the company from a 30-woman event to a national multimillion-dollar enterprise.

Government of the District of Columbia

Inaugural District of Columbia Entrepreneur-In-Residence

January 2020 - January 2021 (1 year 1 month)

Washington, District of Columbia, United States

As an Entrepreneur-in-Residence for 202Creates, Cofield works with the District's creative and innovative entrepreneurs providing them with the tools needed to start, fund, and scale their businesses. This includes

designing and leading the competitive 202Creates three-month accelerator and residency program. 202Creates is an initiative of the DC Office of Cable Television, Film, Music, and Entertainment established by Mayor Muriel Bowser.

Inaugural Entrepreneur-in-Residence for the District of Columbia, establishing District's first accelerator focused on creative economy for Office of Cable TV, Film, Music and Entertainment

Organize and facilitate virtual Masterclasses and Fireside discussions with leading national entrepreneurs including Steve Case, among others.

Conceptualized, organized, and implemented 202Creates Month including featured conversations and programming with executives from YouTube, TV One, and Revolution Capital, a week-long business of 'podcasting', and featured celebrity performances designed to give platform and resources to DC creative entrepreneurs.

Represent entrepreneurs for agency-wide COVID-19 disaster recovery and provide testimony on challenges and opportunities experienced by the creative economy before DC Council

### Urban Co-Lab

Founder & CEO

August 2015 - December 2017 (2 years 5 months)

Austin, Texas Metropolitan Area

Conceptualized, launched, and led the development of organizational and programmatic framework for start-up entrepreneurship and co-working space in East Austin named Top Coworking Space in Austin in 2016

Led acquisition and renovation of 4,000 sq. ft. facility, including project oversight and administration of building design, construction, budget management, quality control and timeline management

Led external stakeholder engagement resulting in multi-sector funding partnerships with entities including the City of Austin, South by Southwest (SXSW), Google, SnapChat, EBONY Magazine, and the University of Texas at Austin



Led more than 100 workshops, training and programs for Austin-based and national entrepreneurs

Established staffing and governance structure, including initiating hires and the creation of advisory board

Contributed to the creation of a Business Improvement District (BID) and the successful launch of inaugural neighborhood festival

Developed, managed, and implemented the Creative Entrepreneur Accelerator and \$10,000 creative entrepreneur competition

### Greater Austin Black Chamber of Commerce

Chief Executive Officer

August 2011 - November 2015 (4 years 4 months)

\*\*\* Turn around CEO for Chamber responsible for organizational revitalization, leading complete organizational rebranding (name/logo/website), resulting in cover story coverage with Black Enterprise and feature in New York Times \*\*\*

Increased sponsorship and membership exponentially year-over-year from date of hire resulting in GABC becoming the second-largest black business association in Texas

Founded the Austin Black Technology Council, establishing multi-year partnerships and programming to support the development of Austin as hub for tech diversity, successfully attracting multi-year corporate memberships and partnerships from leading global tech companies including Facebook and Google

Conducted domestic and international missions and serve as economic ambassador on behalf of the Chamber and the City of Austin to increase business and international relationships with major technology hubs including London, Brazil, Johannesburg, Nairobi, Silicon Valley, Washington, DC, and New York with a focus on technology

Successfully executed more than 40 signature programs year-to-date including SXSW Programming, Annual Business Awards, State of Black Business in Central Texas, State of Black Education in Austin, Governor's Small Business Forums, and Black Elected Officials reception generating largest revenue and attendance in history of organization

Provided policy recommendations and testimony on economic development and business policy

### SXSW Eco

Advisory Board Member

March 2014 - September 2015 (1 year 7 months)

Austin, Texas, United States

### NMC Consulting Group

Founder & CEO

June 2009 - August 2011 (2 years 3 months)

Conducted extensive proposal writing on behalf of clients resulting in more than \$10M in contracts and grant financing

Led business development, operations, and financial management for boutique consultancy serving economic development agencies throughout the Greater Washington metropolitan region

Provided expertise to small business clients in areas including business management consulting, business development, supplier diversity, economic policy, and corporate relations

Established measurable business programs including conferences, workshops, and training initiatives on behalf of businesses, associations, chambers, and economic development organizations

### Washington DC Economic Partnership

Director, Industry & Business Development

June 2006 - November 2009 (3 years 6 months)

Washington, DC

Raised more than \$500,000 annually through government grants, corporate sponsorship and events

Established BusinessPremier, a business retention and expansion funding and technical assistance initiative providing \$100,000 in start-up capital for early-stage businesses and training for over 1,000 established businesses

Conceptualized and produced annual BusinessPremier Small Business Awards with attendance of over 300 including elected representatives from all branches of US government

Acted as lead editor & co-author of "Doing Business in DC Guide," resulting in 20,000 copies published in five languages

Acted as economic development ambassador on behalf of the District of Columbia, including hosting international delegations, conducting trade missions, and cultivating international Sister City relationships on matters pertaining to economic development

Secured \$45,000 from Citibank to establish Ph.D. fellowship to advance regional business development efforts

#### Merrill Lynch

Merrill Lynch Transatlantic Fellowship Program Management Consultant

June 2006 - September 2006 (4 months)

London, England, United Kingdom

Program Management Consultant      June 2006 – September 2006

Merrill Lynch Foundation, New York, NY/London, UK

Designed program framework and conducted budget management, team selection and participant selection activities to support creation of an international business education program

Designed and implemented staff and leadership trainings involving senior leadership, including former bank Chairman and the US Ambassador to the United Kingdom

Presented key recommendations, findings, and reports to executive leadership

#### City of Los Angeles

Special Assistant to the General Manager, Economic Development Department (Mayor Villaraigosa)

August 2005 - August 2006 (1 year 1 month)

Los Angeles, California, United States

National Urban Fellow

Conducted project management activities contributing to the establishment of a city-wide economic development framework, adopted by the Mayor's Office and City Council to guide allocation and use of \$800 million in federal and local funding

Acted as lead research analyst in the analysis of economic indicators, real estate indicators and location quotient and industry cluster analysis

Evaluated and presented performance reporting for the \$2M Los Angeles Business Assistance Program

JPMorgan Chase & Co.

Management Consulting Analyst

August 2003 - August 2005 (2 years 1 month)

New York, New York, United States

Led internal stakeholder engagement and data analysis in the development of an operational governance model for a multi-million contract for global technology client

Assessed bank branch performance and created reports pivotal to the District Watch initiative that provided operational improvements for poor performance districts and the implementation and monitoring of national business development campaigns for Chase Small Business Retail Division

Developed financial reports to monitor and reconcile budgets and investment revenues for total expenses up to \$1M for JPMorgan Partners, Private Equity Division

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## Education

Shaw University

Doctor of Arts, Honorary Doctorate of Humane Letters · (May 2023)

Craig Newmark Graduate School of Journalism at CUNY

Tow-Knight Entrepreneurial Journalism Fellow · (January 2018 - May 2018)

Baruch School of Public Affairs

Master of Public Administration - MPA

Howard University

