

## **Michelle D. Jackson**

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**President & CEO, PR Solutions LLC  
Founder & Executive Director, i.Invest National  
Youth Entrepreneur Business Competition**

### **Professional Summary**

Michelle Jackson is an experienced public policy and economic development professional with a demonstrated track record working cross-functionally with federal, state, academic and private industry leaders on highly-publicized initiatives. Jackson has worked with key leaders on economic development programs focused on assisting traditional businesses, and start-up ventures with long-term economic growth. Before joining the Maryland Department of Business and Economic Development (DBED) in 2009 as a Governor's Policy Fellow, she worked in the commercial real estate industry as a shopping center manager, corporate lease negotiator and marketing director for over ten years.

In 2010, Jackson was selected by former DBED Secretary Christian Johansson to lead the effort to develop the InvestMaryland program, a first of its kind administrative and legislative initiative designed to raise funds for seed and early-stage companies through the sale of tax credits to insurance companies. After building support for the initiative with local business leaders and legislators, Jackson testified on behalf of the bill before the General Assembly. Her dedication played a key role in the bill's passage. And as a result, the state made history by raising \$84 million dollars using a web-based tax auction platform. She was also instrumental in the development and staffing of the governing arm of the initiative - the Maryland Venture Fund Authority. The Authority's role is to identify and retain qualified venture capital firms to deploy funds to Maryland-based early-stage companies. InvestMaryland was ultimately considered as a national best practice by the National Governors' Association.

Jackson was also assigned by Secretary Johansson to fill the position as Acting Director for the Office of Policy and Government Affairs during the 2011 General Session. While in this role, she reviewed and advocated (for and against) several economic development bills.

Jackson was promoted several times to key positions while at DBED. She was the Agency's first Federal Facilities Director within the Office of Military and Federal Affairs (OMFA). During her time with OMFA, she provided executive-level leadership for the Federal Facilities Advisory Board (FFAB) and took the lead on coordinating high-level federal agency briefings, meetings and tours. These events were attended by state and federal public officials, including Governor Martin O'Malley, U.S. Senators Barbara Mikulski and Benjamin Cardin and U.S. Representatives Steny Hoyer and Chris Van Hollen, as well as federal agency and military leaders for Social Security Administration (SSA), National Institutes of Health (NIH), Fort George Meade Military Post, NASA Goddard and many others. Jackson also helped the FFAB develop a concept paper that led to the creation of the National Cybersecurity Center of Excellence (NCCoE) at the National Institute of Standards and Technology (NIST).

She was also appointed as Director of Boards and Commissions. In this role she provided executive-level support for several Governor-appointed Boards, including the Maryland Economic Development Commission (MEDC). In this position, she wrote strategic plans with statewide implications and represented the Agency on select economic development committees.

In 2012, Jackson was selected to lead the Agency's first division focused on innovation and entrepreneurship. The new division's role was to create partnerships with the state's tech community and to nurture economic growth in fields like Cybersecurity, Health IT, Energy and Manufacturing. One of her key contributions was the creation of the InvestMaryland Challenge, the state's first national business competition. While in the position of Executive Director, from 2012 – 2015, Jackson helped the state award close to \$2 million in cash and in-kind prizes to high-tech companies.

Jackson is President/CEO of PR Solutions LLC, a strategic marketing and corporate event planning company. She has coordinated hundreds of events, including conferences, charity fundraisers, real estate development fairs, silent auctions, corporate holiday and anniversary celebrations, fashion shows, health fairs, corporate tours and business roundtables. In 2015, Jackson created the i.Invest National Youth Entrepreneur Business Competition. The competition is designed to showcase the innovative ideas of youth entrepreneurs 13 – 19 years old.

Jackson is also a military wife, published author and talented speech writer. She has been featured in the Baltimore Business Journal and participated in podcast interviews with the Greater Baltimore Technology Council (GBTC). She has also been quoted in several articles.

Jackson has a Bachelor's degree in communications specializing in public relations and advertising from The University of Alabama and Masters of Public Administration from Central Michigan University.

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