

# BRANDI LYN PLUNKETT, PHD

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## LEADERSHIP DEVELOPMENT, ORGANIZATION DEVELOPMENT, PROGRAM DEVELOPMENT, EDUCATOR

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### EXECUTIVE PROFILE

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#### Strategic Servant Leader

- 15+ years' experience leading organizations, programs and large scale events
- Results-oriented developer of people and programs with strong record of growth
- Strategic planner who drives priorities in alignment with the organization's mission and core values
- Maximizer of resources through strategic partnerships, positive negotiations and continuous improvement
- Collaborative team member and cultivator of relationships with internal and external stakeholders
- Influential public speaker and facilitator
- Passionate educator with a heart for children and a deep desire to serve

### CAREER HISTORY

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TEXAS A&M UNIVERSITY, College Station, TX

2014 – Present

Center for Executive Development, Mays Business School

#### DIRECTOR/EXECUTIVE DIRECTOR (2014-PRESENT)

**Leadership Summary:** Strategic leader of the Center for Executive Development (CED) with operating budget of \$1.3M and average annual revenue of \$5M. Responsible for diversifying and growing the CED portfolio (Global Team), as well as administrative oversight of the CED as a whole. Accountable for the operating and financial performance and quality of programs. Responsible for internal and external client relationships, building strategic partnerships, development of new programs and initiatives as well as marketing and branding for CED.

#### Achievement Highlights:

- Achieved 37% average revenue growth since FY16.
- 53% revenue growth in FY19
- Expanded client portfolio
- Transformed CED to operate as a business:
  - Developed vision, mission and core values aligned with Mays Business School's vision and mission
  - Conducted competitive analysis of the executive education industry
  - Moved financial operations out of the College of Business Dean's office to the CED
  - Developed ability to measure financial performance in FY16
  - Created cost-plus pricing model, profit and loss records and data collection for the purpose of tracking income/expenses, growth and opportunities for improvement
  - Designed and produced quarterly reports
  - Developed and established a brand for CED; Revised/updated CED web page and acquired "TAMUexec" as the CED URL as well as "AggieVistage.com" for partner program; established brand on social media; marketing/email campaigns; web strategy with SEO focus
- Restructured Global Team in 2017 to add program development specialist and marketing coordinator without increasing operating budget
- Rolled out new specialized programs while also growing custom program portfolio
- Expanded CED's brand through social media campaigns, Aggie Network email blasts and strategic partnerships

#### Additional Roles and Service at Texas A&M University

- Faculty member for the CED: Strategic Management and Planning, Decision Making, Managerial Coaching and Executive Presence and Presentation Skills (2015-present)
- Lecturer, Management Department: MGMT 105 - Introduction to Business, (Fall and Spring, 2015-2017)
- Honorary Coach – A&M Football game vs Auburn (2015)
- Honorary Coach – A&M Men's Basketball game vs Georgia (2016)
- Advisor for Starlight Aggies, student organization serving children dealing with long-term hospital stays (2017)

- Coach for student leadership program called Maroon and White Fellows – coaching a student leader through multi-year leadership development program (2017 – current)
- Facilitation Team Member for Texas A&M President’s Leadership Team Workshop (2019)
- Fish Camp Namesake (2019)

TEXAS A&M UNIVERSITY SYSTEM, College Station, TX

2005 – 2014

Texas Engineering Extension Service, Emergency Services Training Institute (ESTI)

**PROGRAM DIRECTOR FOR LEADERSHIP DEVELOPMENT, CURRICULUM DEVELOPMENT, CERTIFICATION, EVALUATION AND MARKETING (2007-2014)**

**Leadership Summary:** First female member of the senior leadership team that made all business decisions for the ESTI division (\$40M annual budget; 320-acre training facility). Accountable for the performance of five programs, including financial oversight, program development, and service/satisfaction of internal and external customers. Managed multiple budgets totaling \$3M that included funding from Texas general revenue, internal funds, agency funds and revenue from sale of classes. Directed three teams of 20 full time professionals and 40 adjunct staff. Frequently called upon to help guide cross-functional project teams and agency projects.

**Achievement Highlights:**

- Partnered with Mays Business School to create first executive development program for officers in the Texas fire service, nationally recognized
- Built 3-day Leadership Symposium from the ground up, attended by 900+ fire service leaders
- Led partnership between a multinational publishing firm and TEEX to develop a jointly owned online recruit academy offered nationally and internationally
- Redesigned the Curriculum/Certification/Evaluation program structure to reflect changes in funding streams
- Trained 50% more students with same funding by reducing expenses, streamlining processes, and reducing waste.
- Led a special task force that developed 14 security training courses in 3 months for an affiliate division within TEEX, which resulted in landing a \$7M contract for the agency.

**PROGRAM SUPERVISOR FOR CURRICULUM, CERTIFICATION AND EVALUATION PROGRAMS (CCE) (2006-2007); COORDINATOR FOR CURRICULUM PROGRAM (2005-2006)**

**Leadership Summary:** Managed the performance of the CCE programs including financial oversight, program development, and service/satisfaction of customers.

**Achievement Highlights:**

- Managed a \$1.8M internal grant to increase development staff, create and implement new processes, and build 31 courses in year one. The only division out of seven that met curriculum development targets on time and within budget.
- Increased National Certifications from 4,000 – 6,000 in the 1<sup>st</sup> year.
- Re-established the dormant evaluation program, processing 7500+ student evaluations annually with results reported back to programs within a 2-week timeframe.
- Leveraged curriculum development capabilities to create an enterprise business; won contract to develop training courses for FEMA Task Forces throughout the US

TEXAS A&M UNIVERSITY, College Station, TX

2000- 2005

**GRADUATE INTERN - LEADERSHIP INSTITUTE FOR SCHOOL-UNIVERSITY PARTNERSHIPS; GRADUATE ASSISTANT - DEPARTMENT OF EDUCATIONAL ADMINISTRATION AND HUMAN RESOURCE DEVELOPMENT**

- Served as Program Coordinator and Administrative Assistant for the TAMU Continuous Improvement in Education Seminars and Summer Seminar on Academic Administration which trained hundreds of public school and higher education administrators and faculty

LEANDER ISD, Cedar Park, TX

1994 – 2000

**TEACHER – KINDERGARTEN, 1<sup>ST</sup> GRADE, 2<sup>ND</sup> GRADE (1994-2000)  
TEAM LEADER (1998-2000)**

## Achievement Highlights:

- Proposed and piloted new educational programming resulting in improved outcomes for student learning. Resulted in adoption of a supplemental district curriculum in reading and spelling.
- Led two instructional teams through a merger to a joint K-1 team. Facilitated team building, strategic planning, alignment of processes, and vision and mission development.
- Presented multiple seminars on continuous improvement to over 100 teachers. Topics included use of project planning tools, vision and mission development, student self-assessment, and multi-voting in the classroom.

## EDUCATION

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### Texas A&M University

*Ph.D., Educational Human Resource Development, 2006*

Dissertation Topic: Evaluating 3rd Party Assessment Capabilities for the Texas Award for Performance Excellence

*M.S., Educational Human Resource Development (Adult Learning), 2001*

*B.S., Educational Curriculum and Instruction, 1990*

- College of Education Regents' Graduate Fellowship, recipient
- College of Education Dean's Council, graduate student representative
- Graduate Student Advisory Board, Vice President

## PROFESSIONAL TRAINING AND BOARD MEMBERSHIPS

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- Malcolm Baldrige Performance Excellence Award Criteria
- Board of Examiners for the Texas Award for Performance Excellence, 2002
- Marshall Goldsmith's Alliance for Strategic Leadership 3-day 360 degree Executive Coaching Workshop, 2004
- Certified Professional Trainer, American Society for Training and Development (ASTD)
- Leadership Texas, Class of 2008
- Technology of Participation Facilitator Training, 2012
- Leadership Brazos, 2017
- International Coach Federation - Coach Training (125 hours), 2017
- Advisory Board Member - Crestview Senior Living Community
- Advisory Board Member – Conference on Management & Executive Development (CMED)
- Advisory Board Member - Gratitude Initiative
- Founding Member – Aggie Vistage CEO Program

## PUBLICATIONS/SPEAKING

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- Plunkett, B., & Egan, T. M. (2004). Applications of psychology-based theoretical approaches to executive coaching: A summary and exploration of potential utility. In T. M. Egan, & M. L. Morris (Eds.), *Proceedings of the Academy of Human Resource Development International Research Conference in the Americas-Austin, Texas* (pp. 557-564). Bowling Green, OH: Academy of Human Resource Development.
- Plunkett, B., & Egan, T. M., & Garza, M. (2004). Current status of executive coaching interventions as identified by selected consultants to multinational organizations. In T. M. Egan, & M. L. Morris (Eds.), *Proceedings of the Academy of Human Resource Development International Research Conference in the Americas-Austin, Texas* (pp. 842-849). Bowling Green, OH: Academy of Human Resource Development.
- Speaker on "Continuous Improvement in the Classroom" - Hawaii, Washington State, and Leander ISD (1996-1998)
- Multiple local speaking engagements in Bryan/College Station, including Bryan Rotary Club · Real Estate Associations · Women's Professional Leadership · Mays Business School - Women's Leadership Institute · Chi Omega Sorority · Latino Student Organization · Texas A&M Administrators' Workshop (2015-2019)
- Podcasts:
  - Dr. David Flint's Podcast – "Building Entrepreneurial Strategy in a Corporate Setting" (2018)
  - The Athletics of Business with Ed Molitor – "From Elementary Teacher to Leadership Expert" (2018)
  - Mays Master Class – "How to Leverage Executive Education, Create Change and Facilitate Experiences