



**Gail Birks**  
**EMBA, LMBB**

**Performance**  
**Excellence SME**

Ms. Birks is an Executive Consultant and Subject Matter Expert in Performance and Process Sustainability and Performance Excellence. She is a consultant specializing in success modeling design and implementation, operational excellence and performance in public and private sectors. Her client list spans federal, state and local municipalities and Higher Education clients include: Veterans Healthcare Administration (nationally), Broward County FL (Human Services, Public Works, HR), Miami Dade County FL, City of Miami, City of West Palm Beach (Public Works), Port St. Lucie.

She holds a Bachelor Degree in Economics and Finance (Honors) from Tennessee State University in Nashville, Tennessee. She is a graduate of the Executive MBA Program at Florida International University and has completed post-graduate work in the area of Industrial Psychology and Personnel Staffing and Administration. Ms. Birks is also a formally trained Mediator.

Ms. Birks is a certified Lean Six Sigma Master Black Belt Practitioner. She has extensive knowledge in the analysis, interpretation and application of the statistical instruments vital to verification and validation of her client's data sets important to decision making. She has led numerous improvement initiatives for business, industry and government integrating statistical analysis in the strategic decision making process. She has been trained DISC Personal and Team Culture Assessment Instruments. Her other professional certifications/trainings include but are not limited to the Certified Total Quality Management, Self-Directed Workgroups, Advanced Sales Training. She is an alumni of Cohort 29 of the Goldman Sachs 10k Small Business Program and a Protegee with Accenture LLC's national Mentor/ Protegee Program.

Her career started in Banking where she was a formally trained Commercial Credit Analyst and Business Portfolio Manager. Ms. Birks used her analytical skills to grow and restructure/ turnaround Privately Held businesses in all growth phases.

Since starting her firm in 1990, she has led tiered subject matter expert teams to drive decisions regarding operational efficiencies, organization and community infrastructure, customer strategies and profitability/ sustainability using data analysis. Her recommendations are designed to support the client's "operating chain" and culture of readiness and serves as the basis for strategic implementation developed to maintain and optimize human resources, organizational processes, and the fluid systems architecture needed.

The analysis may also be found as representative data in charts or graphs, scorecards or dashboards or presentations to executives. Gail also develops and creates these communication tools to explain complex theories or validate assumptions.

Ms. Birks' analysis has also produced growth opportunities for a number of private sector customers as well. Private Sector Clients include: Noven Pharmaceuticals, Univision Miami, Florida Power & Light, Mercedes Benz U.S International, Vertilux LTD, Kaycha Labs, Florida Supplements. Tulane University, Tennessee State Univ., Bethune-Cookman Univ., Miami Dade College. Law firms

Her consultancies have resulted in collaborative outcomes integrating intentional sustainable impact such...

- reducing cost overruns and HR scheduling
- creation of Risk Management Policies
- reducing delays in product distribution.
- improve communication channels
- reduction of Fuel Costs in Car/Truck Fleets
- reduction of Costs and Cycle Times for procurement/Acquisition
- reducing readmissions
- forecasting program budget and costs
- realigning new department/division launches
- heightened employee morale and empowerment

Ms. Birks' has been a trailblazer in translating data into viable information for strategic decision making, performance enhancement, and organizational growth and goal achievement. She has created statistical dashboards and frameworks that serve to drive decisions for sustainable goal attainment to the most challenging issues facing organizations for decades to come. Her intent is to "simplify her technical universe to improve that of her clients' cultures.

She has received numerous awards for personal and professional contributions from business and industry for the Sustainable Success Models that comprise the offerings of CMA and its associates under her direction.