

Contact

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Top Skills

Entrepreneurship

Leadership

Program Management

Languages

Spanish

Certifications

Certified HUB Enterprise

Salesforce.com Administration

Certified DBE

Honors-Awards

2015 Extraordinary Is Award
Winner

Publications

Soulful Vegetarian Cooking
by Cynthia E. Nevels

Financial Bailout: A Guide to
Creating Your Own Financial Rescue
Plan and Navigating Your Way to
Financial Security

"I invest in small business
but not small ideas. No one
loves becoming an integral
part of local business'
success more than I do."

- Cynthia Nevels

CYNTHIA NEVELS

Dallas Observer 2018 Best Of Award Winner, Salesforce.com
Administrator, Project Manager, Senior Business Management
Consultant | [Dallas/Fort Worth Area](#)

Summary

Cynthia is a technologist, investor, business management consultant, accounting and finance expert, and adjunct professor with over 17 years experience teaching for community colleges across Texas. She has created and designed innovative entrepreneurship training programs for prestigious academic institutions and nonprofits for over seven years.

Cynthia is a successful and innovative business owner who speaks globally on the topics of Salesforce, customer relationship management, strategy development, project management, product development, sales, marketing, finance, data management and accounting. Cynthia has been a management consultant and small business consultant for 17 years and has helped over 600 small to midsize businesses and government agencies develop winning strategies, implement new information systems and introduce new technologies to streamline operations and increase profits.

Responsibilities given include project management, defining business requirements, system configuration, data analytics, advanced reporting to help clients gain transparency to KPIs, training and facilitating user adoption.

Cynthia is the author of "Financial Bailout: A Guide to Creating Your Own Financial Rescue Plan During a Recession." She is a certified LivePlan and QuickBooks Expert. Cynthia was a Senior Business Advisor for Goldman Sachs 10,000 Small Businesses in Dallas/Fort Worth. She is the curriculum developer and a mentor for United Way of Metropolitan Dallas' GroundFloor Accelerator program helping social enterprises build and grow.

EXPERIENCE

ThatIsSmart.com | Founder and Investor | March 2018 - Present | [Dallas, Texas](#)

Cynthia Nevels specializes in IoT, AI, data analytics, smart system design, system development, system implementation. She has 20 years experience in strategic planning, accounting and finance, marketing and implementing information technology solutions for small businesses, high growth ventures, educational institutions and government agencies.

Integrity LLC | President | December 2000 - Present | [Dallas/Fort Worth Area](#)

Business management consultant specializing in marketing, technology, accounting and finance, compliance and audit, education consulting and strategy development. Project manager with global ERP systems experience with Salesforce.com, Oracle, InfusionSoft, and SAP. Extensive data and web integration experience in cloud technology, CRM, HRIT and accounting systems. Liaison between programmers, product managers and business executives. Specialize in systems analysis, process improvement, social marketing, business process solutions and implementation strategies. We help public, private and non-profit companies with unique and special projects.

<https://www.liveplan.com/advisors/profile/?accid=82>

Dallas County Community College District (DCCCD) | 10,000 Small Businesses Alumni Manager (Contract) August 2016 - Present | [Dallas, Texas](#)

Coordinate and manage alumni events, services, and resources to support alumni growth. Salesforce.com CRM data management and alumni metrics analysis.

Soulgood Vegan and Vegetarian Fast Food Truck Founder, Investor and Head Chef
April 2012 - Present | [Dallas, Texas](#)

Head Creative Chef and Founder of organic, vegan and vegetarian fast food and dessert company.

Crowdfunding strategist with over three years experience in crowdfunding education, campaign development and regulation compliance consulting. Creator and coordinator of Think First Equity Crowdfunding Town Hall events. Technologist and creator of the new SafeCrowd technology SaaS product designed to help small business owners and startups raise funds utilizing crowdfunding platforms, share data and comply with intrastate and federal regulations.

Our mission is to help issuers think about their business strategy and develop winning plans, create a transparent way to connect with the crowd and raise capital - safely. We also provide crowdfunding outreach and educational workshops called "Think First" to issuers and non-accredited investors to teach them what crowdfunding is, how to invest safely and how to analyze and vet opportunities.

We encourage stakeholders to do the following:

- To thoroughly think through the process of creating a crowdfunding campaign to ensure compliance and success;
- To find the right crowdfunding platform that is designed to help you achieve your goals;
- and to raise the funds your business needs to grow, to hire, and to have a positive economic impact on your local community.

Author of new e-book titled "No Bad Apples."

Our crowdfunding portal partners:

MassVenture
TruCrowd
NextSeed
Indiegogo
Moola-Hoop.com

Our lending partners:

LiftFund
PeopleFund
BCL of Texas, Inc.
Comerica Bank
Wells Fargo Bank

Dallas County Community College District (DCCCD) | 10,000 Small Businesses Senior Business Advisor (Contract) December 2014 - Present | Dallas/Fort Worth Area

As a Senior Business Advisor my role is essential to the success of the scholars in the DCCCD 10,000 Small Businesses grant-funded program. I work with designated participants who are owners of small to midsize businesses with revenues ranging from \$150,000 up to \$10 million. My role is designed to support the classroom environment, and link scholars to business support services and capital.

Fort Worth Business Assistance Center | Marketing Strategist and Digital Media Consultant February 2016 - March 2016 (2 months) | Dallas/Fort Worth Area

Digital media, marketing and communications consultant for Fort Worth-based non-profit organization and business assistance center. We provide web design and development services, marketing and communication services, social media strategy and management services; as well as, CRM data integration and support.

Disruptive View Magazine and News Blog | Senior Editor | June 2013 - December 2015 (2 years 7 months) | Global

Digital magazine editor, digital content manager and news distribution manager. Advertising and sales manager. Contributing writer, photo editor and designer. Social media and marketing manager. SEO content writer. HTML5 programmer and graphic designer.

Disrupt Radio | Public Radio Producer and Talk Show Host | 2009 - December 2015 (7 years) National

National business, technology and economics talk radio program. [http:// www.disruptradio.com](http://www.disruptradio.com)

Dallas County Community College District (DCCCD) | Small Business Initiative Project Manager | June 2009 - July 2015 (6 years 2 months) | [Dallas/Fort Worth Area](#)

Consultant managing marketing and social media specialist, grant coordinator, small business community outreach specialist, video producer, project manager, and entrepreneurship education program management.

Dallas County Community College District (DCCCD) | Adjunct Professor

December 2000 - July 2015 (14 years 8 months) | [Dallas/Fort Worth Area](#)

Contract and part-time college instructor with experience in curriculum development, campus and online instruction teaching adult learners. Expert in learning management systems, distance learning design and SCORM integration. Curriculum developer and course development expertise.

Complete Training Competencies:

Accounting	Nonprofit Management
Entrepreneurship	Human Capital Management
Small Business	Marketing
Strategic Planning	Public Relations
Valuation	Information Technology
Business Plan Writing and Development	Product Development
	Web Design and Development

BCL of Texas | Senior Business Advisor | October 2014 - April 2015 (7 months) | [Dallas/Fort Worth Area](#)

Microbusiness consultant providing technical assistance, business management consulting, and financial consulting to microbusinesses and startup ventures in Dallas, Texas. I provide entrepreneur training in the following competency areas:

Startup | LEAN Methodology | Strategic Planning | Marketing | Accounting | Technology | Crowdfunding

Digital Media and Mobile Technology Consultant | October 2013 - April 2015 (1 year 7 months) | [Dallas/Fort Worth Area](#)

Mobile app development consultant providing technical, design and sales support for a new responsive iOS and Android mobile app development company. Procuring new technologies to serve government procurement experts across the country.

United Way of Metropolitan Dallas | Economic Stability Consultant | November 2013 - December 2014 (1 year 2 months) | [Dallas, Texas](#)

Consultant - Economic stability and micro business market research, strategic planning and technology implementation.

Count Me In | Dallas Area Supporting Outreach Coordinator | September 2013 - November 2013 (3 months) | [Dallas/Fort Worth Area](#)

Assist Texas State Outreach Coordinator in recruiting 100 or more women entrepreneurs who are military veterans or military spouses to attend a live event on November 18 & 19, 2013 in Plano, TX, to deliver a two-minute pitch about their business to a panel of experts. Cash prizes, consulting and other prizes will be awarded to innovative female entrepreneurs. Visit www.countmein.org/WVECTX to learn more.

US Small Business Administration | Business Management Advisor and Entrepreneurship Professor | July 2010 - December 2010 (6 months)

Helped small-to-medium size businesses design business models, write business plans, create pro formas, conduct market research and industry analysis. Provided accounting and QuickBooks consulting. A SBA loan packaging specialist and adjunct professor in entrepreneurship for Cedar Valley College, SBDC's host college. Created program marketing strategies and PR campaign for the SBDC as a part-time consultant.

Jr. Finance Literacy Academy, Inc. | Executive Director | April 2002 - April 2010 (8 years 1 month)

Responsible for the direction and management of local nonprofit organization.

Managed all program and business development, operations, planning, financial management, and fundraising needed to develop, promote, and execute community programs and services across the state of Texas. Managed community partnerships development, staff development, software development, product development, and community outreach. Provided strategic leadership in collaboration with the Board of Directors to ensure our team built sustainable personal and economic growth in local communities through financial education enrichment programs and services. Built strong relationships with clients and supporters across Texas. Represented the nonprofit publicly through speaking and writing. Staff and Contractor Size (67)

Dallas County Community College District (DCCCD)

Dallas Small Business Development Center Business Management Advisor

September 2002 - March 2009 (6 years 7 months) | [Dallas/Fort Worth Area](#)

High performing business management counselor serving small to medium size businesses. Met with local small business clients and nonprofit executives to define, identify and analyze their business needs and goals. Provided business management and financial solutions to clients. Identified opportunities to increase sales and manage costs. Lead business development activities through active involvement in the business community. Established and maintained effective partnerships and community collaborations across North Texas. Leader in marketing strategies development and and capital acquisition.

Siebel Systems | Senior Recruiter - HRIT Project Manager 1999 - 2000 (2 years) | [San Mateo, CA](#)

Recruited top software engineers for leading CRM software developer, Sieble Systems, which was acquired by Oracle. Worked on ERP software integration team to install new web-based talent acquisition application and integrate with PeopleSoft/Oracle. Assisted with global implementation strategy.

Keane | Recruitment Manager - Healthcare Division 1996 - 1998 (3 years)

Executive, sales and software recruiter for healthcare division of global application consulting firm. Managed hiring for southern region and managed CRM division hiring in Los Angeles, California.

EDUCATION

Southern Methodist University

Master's Certificate in Marketing (Incomplete), Marketing · (1999 - 2000)

Texas Woman's University

BA, Accounting · (2009 - 2010)

Texas Woman's University

BA, Psychology · (1994 - 1996)

South Grand Prairie High School

Diploma, Technology · (1985 - 1989)