

## STRATEGY ♦ OPERATIONS ♦ SENIOR MANAGEMENT ♦ ENTREPRENEURSHIP

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Entrepreneur having founded 3 businesses: Designed, manufactured and marketed own line of upscale children's sports wear (300+ SKU's), purveyor to Nordstrom; marketed internationally by U.S. Department of Commerce and was i-commerce's top brands of everyday consumables. Steeped project management, operational management and strategic planning include large military and national-level agency projects worldwide and projects large & small for non-profits. Long track record of turning organizations around, bringing them to award-winning levels. Passionate about education and literacy: founded a library for a private school, growing it to 13,000 volumes in 5 years.

## EDUCATION ♦ CERTIFICATIONS

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**Master of Business Administration**, Emphases: **Strategy & Entrepreneurship**, UC Davis, Expected 2016

**BA Chemistry**, California State University, Hayward, CA; **AS Math**, Chabot College, Hayward, CA

**PMP Certification**: #1704613 (2014)

**Government Certifications**: Department of Defense, Joint Duty Specialist, USN Cert, Command Assessment

**Veteran Status**: Navy Officer (LDCR, ret.); National Cryptologic School; Ethics; NATO School

**Technologies**: MS Office Suite, MS Project, Visio, MS 50413 Mastering MS Project, TQM

**Continuing Education**: Business Leadership, 1998-Present, InterNet Associates; Soft Skills 2012

## PRIVATE SECTOR ♦ BUSINESS ENTREPRENEURSHIP EXPERIENCE

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**Founder/Senior Manager, The La Rocque Group**, Antelope, Carmel, and Hollister, CA, 8/1998-Present

- ♦ Developed cost analysis cost control program marketable to small businesses and households that results in 10-15% savings in consumable expenditures.
- ♦ Identify market niche, tying product needs to e-commerce fulfillment; focus "green" products.
- ♦ Mentor business owners on marketing, leadership, financial literacy, debt reduction.

**Founder/Designer, Stone Hill Designs Fine Children's Wear**, Carmel and Hollister, CA, 9/1994-11/2005

- ♦ Designed, U.S.-manufactured and marketed 300-SKU line of upscale children's wear; early success, selling to Nordstrom, marketing internationally via Dept. of Commerce, U. S. Embassy.
- ♦ Negotiated contracts; sourced, purchased 1000+ components; high quality print catalogs, shows.
- ♦ One of first children's businesses on internet, early adopter of fabrics from recyclables.

## PUBLIC SECTOR ♦ SENIOR LEADERSHIP EXPERIENCE

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**U.S. Census Bureau**, Salinas, CA, 2/2009-3/2010

**Crew Leader for Largest U.S. Census Project in Monterey County**

- ♦ Supervised delivery of thousands of census forms, 100's sq. mi., Monterey County coast, most to houses with no street addresses; many houses previously undetected; remapped roads.
- ♦ Oversaw exceptionally complex task, requiring the use of hundreds of maps, special vehicles, communications equipment. Worked with severe road conditions, hazardous cliffs and steep terrain, armed Big Sur residents.

**National Security Agency/Central Security Service (NSA), Operations Directorate**, Ft. Meade, MD, 8/1992-7/1994

**Senior Staff Officer | Manager**; Project Management

- ♦ Key participant in long-range, strategic, and QRC planning for Support to Military Operations.
- ♦ Initiated major program providing ocean locating information on maritime shipping, in record time.
- ♦ Evaluated/corrected MSX Missile QA procedures at Johns Hopkins University Applied Physics Lab.

**U.S. Naval Security Group Activity**, Kunia, HI, 7/1990-7/1992

**Director & Senior Manager of Training**; Project Management; Budget Mgmt; 3<sup>rd</sup> in Command

- ♦ Developed the Worldwide Navy Cryptologic Reserve Training Program, improving readiness.
- ♦ Developed manager training, professionalization and certification programs; instituted TQM.
- ♦ Developed and initiated new command programs: Black History, Native American History, and Hispanic Heritage Month, Spouse Appreciation Night, Spouse Abuse Prevention Awareness Month, top-rated Command and Island Orientation program, and improving assimilation to island.

**U.S. Naval Security Group Activity**, Kunia, HI, 2/1989-6/1990

**Director & Senior Manager of Cryptologic Operations** (6/1989-6/1990)

**Director/Sr. Manager, Planning & Computer Systems**; Classified Document Security (2/1989-6/1989)

- ♦ Oversaw 160+ personnel, 5 divisions, 24/7 and earned the Command Nomination for NSA's Travis Trophy for world's best cryptologic field station with 5000 documents.
- ♦ Turned operations around, dramatically increasing morale; added 40% mission at no cost, resulting in top rating by Navy Inspector General for strong operations and training focus.

# NANCY NEIDER LA ROCQUE, PMP

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- ♦ Instituted first Chinese language training and certification program in Hawaii, rated one of world's best.
- ♦ Key member of NSA Technical Project Management Review Group, the major planning body for all short- and long-term plans for tunnel (3-story, 300,000 sq. ft. facility under a pineapple field). Certified, Command Assessment Team 1989

**NSA/CSS Europe (NCEUR), U.S. European Command HQ (EUCOM), Stuttgart, Germany, 8/1986-1/1989**

**Joint Staff Officer/Intelligence Research Analyst; Project Manager; Certified as Joint Duty Specialist**

- ♦ Researched, analyzed, authored, briefed numerous intelligence papers for Commander, EUCOM.
- ♦ Performed Strategic Planning: developed/wrote NSA's contingency plan for deployment to wartime bunker.
- ♦ Briefed all senior executives and flag officers routinely; authored, and presented at a conference in Spain, a comprehensive briefing on Theater Cryptologic Architecture and Wartime Survivability.

**NSA/CSS Europe (NCEUR), Collocated with EUCOM, Stuttgart, Germany, 6/1985-8/1986**

**Cryptologic Intelligence Watch Officer & Briefer, Intelligence Command Center**

- ♦ Provided oversight of NSA Threat Indications and Warnings System as Senior Navy Manager (21 employees).
- ♦ Reviewed all incoming traffic to NCEUR, identifying items that were significant or required action; initiated appropriate action; this required extraordinary presence of mind and self-assurance in crisis after crisis and during terrorist events, keeping decision makers continually informed.
- ♦ Played an active role in the Worldwide Indications and Monitoring System; advising the EUCOM Director of Intelligence on activation criteria on a minute-to-minute basis.

**Headquarters, Commander Naval Security Group Command, Washington, DC, 9/1982-6/1985**

**Manager, Atlantic/ U.S. Resources, Cryptologic Ops; Briefer; Head, Computer Systems Change Control**

- ♦ Chaired Ops Working Group of NSA Planning and Implementation Group, charting course of cryptologic enhancements, requiring extensive interaction with national and remote entities (Project Manager for design and coordination of Key West, FL, project; Strategic Planning: Drafted initial NSA Concept of Operations long-range, future expansion). Member of Inspector General team and National Intelligence Community Working Group.
- ♦ Interacted extensively with national and remote agents and commands. Anticipated requirements, devised workable solutions to problems before unmanageable. Awarded medal for NSA Field Assistance Visitation Team.

**U. S. Naval Security Group Activity, Misawa, Japan, 7/1981-8/1982**

**Facilities and Electronic Maintenance Department Head/Sr. Manager; the Command Briefer**

- ♦ Oversaw the world's largest field station for configuration planning for major operational upgrades and housing transfer as the Navy Project Coordinator. Revamped entire disaster preparedness, fire, safety, evacuation programs.

**U. S. Naval Security Group Activity, Misawa, Japan, 10/1979-7/1981**

**Cryptologic Ops Watch Senior Manager & Briefer**

- ♦ First woman Cryptologic Ops Watch Senior Manager (60+ personnel, five divisions, 24/7 Ops)
- ♦ Oversaw complex, fast-paced technical operation; maintained constant vigilance over threats to Navy ships, subs and planes; transmitted time-critical intelligence to deployed commanders and national authorities; authored daily intelligence reports; rated the top Operations Watch Officer.

**U. S. Naval Security Group Activity, Misawa, Japan, 5/1979-10/1979**

**Manual Morse Division Officer, Command Briefer**

- ♦ Oversaw 80+ sailors and Marines in 24/7 operation. Increased productivity 25%, instituted new training programs.

## COMMUNITY SERVICE ♦ SENIOR LEADER ♦ ENTREPRENEUR

**Advocate for family of child with special needs (Downs Syndrome and Autism), 12/2014-Present**

**Volunteer, Finance Committee, Project Management Institute-Sacramento Valley Chapter, 10/2014-present**

**Senior Officer Mentor for Student Veterans, UC Davis Student Veterans Organization, 9/2013-Present**

**Assistant Project Manager, Salvation Army, Roseville, CA, 6/2011-Present**

**Volunteer, Kiwanis Club, Monterey, CA, 2008-2010**

**Designer, Relay for Life, Santa Cruz County, CA, 6/2008**

**Advisory Board Member & Chair of Outreach, Grant Writer, Salvation Army, Salinas, CA, 10/2004-12/2010**

**Recording Secretary, Pirate Parents' Club (parent board), Stevenson School, Pebble Beach, CA, 9/2001-5/2010**

**Founder /Senior Manager, The La Rocque Group Charity Vending Business, Carmel, CA, 8/2004-5/2008**

**Elected Vice President, Parent Board, Carden Academy, Morgan Hill, CA, 1/1997-6/2004**

**Ordained Deacon, Gilroy Presbyterian Church, Gilroy, CA, 1/1997-8/2003**

**Volunteer Project Manager, Sacred Heart School, Hollister, CA, 8/1994-12/1996**

**Stone Ridge Country Day School of the Sacred Heart, Bethesda, MD, 9/1992-5/1994**

**President, Parent Board, St. John's Mililani Montessori Center, Mililani, HI, 5/1989-7/1992**

**Child Development Center (CDC), U.S. European Command HQ, Patch Barracks, Stuttgart, Germany, 5/1988-6/1988**

**Community Service Project Manager, U.S. Navy, 1979-1991**