

Missi Rogers

Location: Albuquerque

Email: [REDACTED]

Phone: [REDACTED]

PROFESSIONAL SUMMARY

Missi Rogers has over 15 years of experience in client services, public affairs, project management, and managing large organizations. As RS21's Chief Operating Officer (COO), she leads the design, implementation and oversight of the firm's financials, operations, human resources and compliance. Missi is a key member of the firm's leadership team and has a leadership role in building, implementing, and overseeing all of the firm's systems, processes, workflows, and procedures. She plays a critical role in helping to shape and guide the future growth and development of the organization.

EDUCATION, AWARDS, AND CERTIFICATIONS

- Bachelor of Arts, Political Science, College of the Holy Cross, 2005
- Top Secret Clearance
- 40 Under 40, 2021

MEMBERSHIPS

- Board of Directors, Secretary, Ronald McDonald House Charities of New Mexico, 2023 – present
- Board Member, Sunset Mesa School, 2025 - present

REPRESENTATIVE EXPERIENCE

*Chief Operating Officer, **Resilient Solutions 21**, 2016 – 2025*

Missi joined RS21 as the third employee and played a pivotal role in shaping the company from its inception.

- Develops and executes company-wide operational strategies to drive efficiency and growth
- Oversees daily business operations, ensuring alignment with strategic goals
- Co-leads budgeting, forecasting, and financial planning to maximize profitability
- Identified cost-saving opportunities and implemented efficiency improvements
- Ensures compliance with financial regulations and company policies
- Established a culture of collaboration, innovation, and continuous improvement
- Built and scaled teams to support business growth and operational excellence
- Oversees Human Resources, Recruiting, IT, and all Administrative staff
- Leads the business development of multi-year, million dollar, software development staff augmentation account and supervises the staff assigned to this project
- Negotiates contracts and vendor agreements to support business needs
- Oversees risk management, crisis response planning, and business continuity strategies
- Manages RS21's infrastructure, to include facilities and equipment
- Manages RS21's facility clearance program

*Vice President, **McCleskey Media Strategies**, 2015 - 2016*

- Work with candidates and committees to develop and implement campaign strategies.
- Develop sales proposals and prepare project reports, manuscripts, and presentations.
- Study objectives/needs of organizations to develop public relations strategies that will influence public opinion and promote ideas, products, or services.
- Execute direct mail, TV & radio, and digital plans that promote candidates or organizations.
- Establish and maintain cooperative relationships with community representatives, government officials, media, and public interest groups to best leverage these relationships for clients.

*Campaign Manager, **Susana Martinez for Governor**, 2014*

- Led campaign for the successful re-election of Governor Susana Martinez.
- Hired, trained, and managed staff. Founded and managed 14 campaign offices. Determined and managed

staff metrics. Liaison between campaign and governor's office.

- Managed \$8.3 million+ budget. Oversaw payroll, campaign expenditures, and financial compliance. Handled employee disputes or complaints.
- Executed direct mail, TV & radio, and digital communication strategies. Developed and oversaw campaign events and activities across the state.

*Campaign Manager, **Committee to Re-elect Mayor Richard J. Berry**, 2013*

- Hired, trained, and managed staff. Liaison between campaign and city hall.
- Managed \$900,000+ budget. Oversaw payroll, expenditures, and financial compliance.
- Executed direct mail, TV & radio, and digital communication strategies.
- Organized and directed all campaign events and activities. Managed voter-canvassing program.

*National Political Coordinator (Primary Campaign); National Voter Contact Director (General Campaign), **Romney for President, Inc.**, 2011 - 2012*

- Developed and managed political department's \$15 million direct mail and automated phone voter contact budget. Supervised the design and messaging for these programs.
- Collaborated with analytics division to analyze data on voter demographics and patterns.
- Managed the political department's extensive approval and expenditure processes.
- Trained and managed analytics staff in political department during General Campaign.
- Staff support to all (3) Regional Directors and (6) State Directors in Primary Campaign.

*State Director, **Maryland Republican Party**, 2010*

- Collaborated with campaigns, state party and legislative caucuses.
- Founded 7 campaign offices. Hired, trained, and managed staff. Determined and managed staff metrics. Organized grassroots events. Managed voter-canvassing program.
- Managed \$150,000+ budget and oversaw grassroots expenditures.

OTHER PROFESSIONAL EXPERIENCE

- Political Director for Susana Political Action Committee (2013-2014)
- New Mexico Competes (2013)
- State Director for United States Senator Dan Coats (2010)
- Campaign Manager and Fundraising Director for Chris Stolle for Delegate (2009)
- Political Coordinator for the Republican National Committee (2008)
- Volunteer Director for John McCain for President (2007)
- Campaign Manager for Ben Boyd for Supervisor (2007)
- President George W. Bush Political Appointee, Department of Commerce (2006)
- Major Donor Project Coordinator for the National Republican Congressional Committee (2005-2006)