

DION D. BANKS

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PROFILE SUMMARY

Dynamic and results-driven Vice President of Marketing and Public Relations with over 25 years of comprehensive experience in operations management, renewable energy, and government affairs across both domestic and international markets. Proven track record spearheading strategic sales operations and business development initiatives that drive profitability and organizational growth, with a focus on training, mentoring, and team development. Committed to strengthening corporate messaging and public relations strategies that navigate complex challenges and deliver innovative solutions, consistently achieving and exceeding performance objectives. Recognized for visionary leadership that fosters a high-performance culture and elevates brand presence through effective stakeholder engagement. Recently completed nine professional coaching certifications, expanding expertise in transformational leadership, trauma-informed practice, and personal development, with over 500 hours of instructional time.

PROFESSIONAL SKILLS

- **Advanced Analytical and Critical Thinking Skills:** Expert in assessing complex data and market trends to inform strategic decision-making and operational improvements.
- **Strategic Relationship Building:** Proficient in cultivating and maintaining strong relationships with key stakeholders across various functions, enhancing collaboration and driving business objectives.
- **In-Depth Business Administration Knowledge:** Extensive understanding of business processes, techniques, and procedures, enabling effective management and operational efficiency.
- **Meticulous Attention to Detail:** Exceptional organizational and coordination skills, ensuring precision in project execution and adherence to high-quality standards.
- **Exceptional Communication and Interpersonal Skills:** Strong ability to convey ideas clearly and foster positive working relationships, facilitating teamwork and stakeholder engagement.
- **Operational Procedure Development:** Skilled in designing and implementing streamlined operational processes that enhance productivity and efficiency.
- **Insightful Data Analysis:** Proven capability to analyze information critically, identifying root causes and offering actionable insights to drive continuous improvement.
- **Innovative Problem Solver:** Adept at identifying challenges and developing creative solutions that align with organizational goals and enhance performance.
- **Leadership and Team Development:** Experienced in mentoring and coaching teams to achieve high-performance standards and foster a collaborative work environment.

PROFESSIONAL EXPERIENCE

Owner & President

Sept 2026 – Present

Dion Banks Coaching

- Founded and led a specialized coaching practice delivering trauma-informed, evidence-based support across eight core modalities (Trauma Healing, Grief, ADHD, ACT, Neuroscience-Based, Positive Psychology, Ikigai Purpose, and Transformational Coaching), with in-person and virtual delivery.
- Built a differentiated brand and service model integrating 360+ hours of specialized training and nine professional certifications with 25+ years of executive leadership, combat veteran experience, ordained ministry, and published authorship.
- Designed and launched a comprehensive service portfolio that addresses high-need client segments, including trauma recovery, grief processing, ADHD executive-function support, values-driven action (ACT), neuroplasticity-informed change, strengths-based flourishing, purpose discovery (Ikigai), and identity-level transformation.
- Established client acquisition and engagement systems, including complimentary discovery calls, structured onboarding, and a clear pathway from initial conversation to tailored coaching programs.
- Developed specialized young-adult offerings focused on job readiness (resume/LinkedIn/interview preparation), life skills and financial foundations, and purpose/direction coaching to support transitions into adulthood and career entry.
- Positioned the practice at the intersection of clinical-grade coaching methodologies and lived experience, creating a whole-person (mind-body-spirit) approach that prioritizes safety, psychological flexibility, and sustainable behavioral change.
- Created professional infrastructure and digital presence (website, credentials presentation, service descriptions, and scheduling systems) to support scalable, professional client engagement while maintaining a high-touch, relationship-centered model.
- Executive leadership experience applied to the design of coaching frameworks that emphasize clarity of values, committed action, nervous-system awareness, and identity-level shifts rather than surface-level symptom management.
- Integrated pastoral presence and community leadership background into the coaching container, enabling work with clients navigating grief, trauma, spiritual questions, and major life transitions with both professional rigor and genuine human connection.
- Continuously refined service delivery and thought leadership around the core belief that clients are not broken and do not need to be fixed; coaching exists to uncover existing capacity for healing, growth, and purposeful living.

Vice President of Marketing & Public Relations

March 2023 – Present

Ecoremedy, LLC

- Act as the company's accountability officer, ensuring alignment with organizational goals and standards.
- Oversee the Customer Relationship Management (CRM) software to enhance customer engagement & streamline communication.
- Develop & implement corporate messaging strategies to promote brand identity and ensure consistency across all platforms.
- Manage the company website and all public materials, including press kits, trade show booth designs, and marketing videos, to enhance visibility and engagement.
- Lead social media management efforts to increase brand awareness and foster community engagement.
- Collaborate with the management team to identify and recommend strategic growth opportunities, driving product strategy development and implementation.
- Cultivate relationships with strategic stakeholders and developers to support business development initiatives.
- Supervise and mentor sales associates, fostering professional growth and enhancing team performance.
- Create and execute comprehensive communication plans for marketing campaigns, trade shows, and social media outreach.
- Conduct competitive product analysis and market research, evaluating sales performance and formulating long-term plans and goals.

Director of Sales, Marketing, & New Business Development

January 2022 – March 2023

Ecoremedy, LLC

- Worked with the company's management team to recommend strategic growth opportunities.
- Responsible for the development and implementation of product release strategies.
- Developed relationships with strategic stakeholders and developers.
- Managed and developed sales associates.
- Created and executed communications plans for marketing, trade shows, and social media.
- Conducted competitive product analysis and market research, evaluated sales performance, and formulated and reviewed long-range plans and goals.

Commercial Operations Analyst

March 2019 – January 2022

Rexnord, Cambridge, Maryland

- Responsible for the development and implementation of product strategy with a focus on applying Voice of the Customer, Product Life Cycle Management, and New Product Commercialization processes.
- Provided analysis and recommendations to improve and monitor workflow output.
- Analyzed product line orders and gross profit targets while working cross-functionally with all business disciplines.
- Provided accurate and timely analysis on identification and evaluation of customer needs and growth opportunities by initiating product development projects and new product launches within the segment.
- Conducted competitive product analysis and market research, evaluated sales performance, and formulated and reviewed long-range plans and goals.
- Supported the development and execution of action plans in alignment with strategic objectives.
- Traveled globally to implement strategies and train other associates.
- Reviewed domestic and international contracts for accuracy and acceptance.

Customer Care Manager

July 2017 – March 2019

Rexnord, Cambridge, MD

- Responsible for the leadership of the vertical regional Customer Care team.
- Provided overall direction of daily activities of Customer Care Advocates and Sales Concierge teams, including quality assurance activities and customer service training.
- Managed upwards of 100,000 activities annually to support sales & drive revenue.
- Implemented programs to reduce turnover & promote retention, increase productivity & customer satisfaction.
- Managed a staff of customer service representatives to ensure customer retention.
- Reviewed resources for adjustments in staffing levels within budgetary guidelines.
- Promoted interdepartmental interaction to achieve valuable customer solutions.
- Designed and implemented improved processes or operational policies.

International Sales Manager

July 2015 – July 2017

Cambridge Engineered Solutions (Acquired by Rexnord 2017)

- Provided support for our agents in the Middle East and the Asia-Pacific.
- Created comprehensive market plans for selected territories, products, and customers.
- Coordinated sales forecasting and planning in assigned territories.
- Proactively monitored & maintained a high level of quality, accuracy & process consistency.
- Developed business plans and strategies for multiple products & markets in assigned territories.
- Maintained accurate records of international pricing, sales, and activity.
- Developed and maintained detailed growth plans for customers and regions.
- Maintained contact with customers to ensure high levels of customer satisfaction.
- Attended international trade shows to position Cambridge as the world's premier supplier of metal conveyor belts and woven wire cloth.

Director, Global Contact Center

January 2014 – July 2015

Cambridge International, Cambridge, MD

- Leveraged our manufacturing capabilities and services globally to create regional plans that support local industries based on demand.
- Concentrated on segmentation to maximize profit opportunities and develop a planning process to optimize resources, materials, and assets globally.
- Developed and implemented strategies that allow us to better connect with the customer of tomorrow.
- Provided complete views of target markets and customers.
- Identified communication and news outlets to circulate the message.
- Built lists of existing and customer look-alike prospects using D&B360.

Director of Governmental Affairs & Business Development

January 2009 – January 2014

Cambridge International, Maryland

- Testified before the Maryland Senate on biomass gasification technology using poultry litter to generate thermal energy, highlighting benefits for poultry industry efficiency, disease reduction, and nutrient management (2012).
- Provided testimony to the Maryland Senate Finance Committee in support of SB 275 (Maryland Offshore Wind Energy Act of 2013), advocating for inclusion of offshore wind in the state's Renewable Energy Standard, job creation (est. 850 construction + 160 operational jobs per project), and positioning Maryland as a manufacturing hub.
- Appointed by the Governor to the Maryland Thermal Energy Task Force, contributing expertise on biomass and renewable thermal solutions.
- Featured in industry publications (Biomass Magazine, Ethanol Producer Magazine, Biodiesel Magazine) for work on poultry litter-to-energy technologies and regional bioenergy potential on the Delmarva Peninsula.
- Appointed by Governor Martin O'Malley as a member of the Maryland Green Jobs & Industry Task Force; contributed expertise on biomass technologies and renewable energy strategies to recommendations aimed at creating 100,000 green jobs by 2015.
- Selected to represent Maryland manufacturing and clean energy sector on Governor Martin O'Malley's official trade mission to Brazil and El Salvador (2013); participated in high-level meetings with government and business leaders to advance state economic development goals.
- Hosted and facilitated a White House / USDA Rural Development Roundtable on the green economy and renewable energy at Cambridge International headquarters (2012); one of only 100 such national events, bringing together ~50 Eastern Shore business and community leaders with federal officials to discuss clean technology job creation and regional opportunities.

PRIOR EXPERIENCE

Director of Marketing, New Energy Technologies Cambridge International	February 2007 – January 2009
Regional Sales Manager Cambridge International	January 2002 – February 2007
U.S. Army Veteran – Desert Storm Personal Actions Clerk & Battalion Commander Driver	July 1990 – July 1994

EDUCATION

The University of Kentucky | B.S. Degree in Business Management | 1994
Introduction to Generative AI | Google Cloud (Coursera) | 2026

PROFESSIONAL COACHING CERTIFICATIONS

Efficient Coach Accredited by CPD, NCCAP, CMA, IPHM, and icaah	
• ACT Coach Certification	Certificate No. 26-22003 July 2026
• Neuroscience Coach Certification	Certificate No. 26-21991 July 2026
• Positive Psychology Coach Certification	Certificate No. 26-21803 July 2026
• Trauma Healing Coach Certification	Certificate No. 26-21802 July 2026
• ADHD Coach Certification	Certificate No. 26-21798 July 2026
• Life Coaching Certification	Certificate No. 26-21544 July 2026
• Ikigai Life Coach Certification	Certificate No. 26-21502 July 2026
• Transformational Coach Certification	Certificate No. 26-21491 July 2026
• Grief Coach Certification	Certificate No. 26-21399 July 2026

HONORS & AWARDS

- **Mayor's Citation:** Presented by Mayor Lajan Cephas Bey for a Life of Service, September 19, 206
- **Honorary Doctorate Degree:** Social Justice (Honoris Causa), July 18, 2026, SOGC
- **Honorary Doctorate Degree:** Public Welfare (Honoris Causa), September 19, 2026, SOGC
- **Key to the City** of Cambridge: MD, Presented by Mayor Lajan Cephas Bey on September 19, 2026
- **Inaugural Frederick Douglass Unity in Action Award 2026:** Presented August 22, 2026, by the Bailey-Grocé Family Foundation, Operation Frederick Douglass on the Hill, and the family of Frederick Douglass
- **The United States Army:** The Army Achievement Medal, The Army Commendation Medal, Good Conduct Medal, Southwest Asia Service Medal, Kuwait Liberation Medal – Saudi Arabia and the Kuwait Liberation Medal – Kuwait
- **Industry Leadership Award:** Leadership Maryland, 2019
- **Albert B. Cory Award, 2019:** American Association of State Local History (AASLH)
- **Excellence in Community Engagement Award:** Maryland Historical Trust, 2018
- **Citizen of the Year:** Omega Psi Phi Inc., 2018
- **Volunteer of the Year:** Dorchester County, MD, Chamber of Commerce, 2012
- **Salesperson of the Year:** Cambridge International, 2002
- **Creativity Award** – Cambridge International, 2003
- **Employee of the Year** – Cambridge International, 2006
- **Industry Leadership Award,** Maryland Clean Energy Center, 2012

PROFESSIONAL AFFILIATIONS

Maryland Commissioner, African American History and Culture	Appointed Term: 2022 – 2026
Co-founder and President, Eastern Shore Network for Change	October 2012 – Present
Founding Board Member, IronClub Maryland (IRONMAN)	May 2019
Past President, Dorchester County Humane Society, Maryland	January 2007 – February 2008
Director of Christian Religious Education, Bethel AME Cambridge	January 2009 – March 2013
Board of Directors, The Pine Street Committee	January 2009 – March 2014
Board Member, United Way of the Lower Eastern Shore	September 2012 – March 2014
Mentor & Public Speaker, Maryland Scholars Speakers Bureau	December 2012 – December 2014

PUBLICATIONS

- Coauthor: MD & Renewable Energy!
- Coauthor: The Poultry Litter Landscape
- Writer/Creator: Pine Street Walking Tour
- Podcast: "Reclaiming Our Narrative"
- Coauthor: Iron Sharpens Iron: Inspired to Achieve, Think & Grow Vol. 1 & 2
- Coauthor: When Men Lean In, We All Win
- Author: Kofi The Wind Whisperer
- Author: Adwoa: A Tale of Transformation
- Author: 101 Poems (A Legacy of Courage): Whispers from Our Ancestors
- Author: You Are Loved: A Celebration of Belonging
- Author: Resilient Roots: Puzzle Through the Civil Rights Legacy of Cambridge, Maryland
- Author: Harriet Tubman's Legacy: A Word Search Journey
- Author: President Stephen Allen Benson from Cambridge to Liberia: A Bridge of Belonging

REFERENCES