

Samuel J. Wallace  
Small Business Enterprise Officer



Governor Arnold Schwarzenegger announced the appointment of Sam Wallace to serve as the State's Small Business Enterprise Officer through Executive Order S-11-06 on July 21, 2006. The Governor established responsibility for spearheading this important small business initiative in the hands of someone who fully knows and has experienced what it means to be a small business in California and in the nation.

Sam Wallace was owner of Williams Wallace Management Consultants, a firm formed in 1994 following Mr. Wallace's departure from the first Bush administration. The firm provides consulting service to numerous private and public sector entities. With emphasis on organizations for firms that provide direct service to government. His government related experience includes projects and services in the transportation (airports and rail), energy research, IT program management and help desk support, database management, human resources training, personnel recruitment and general OD and HR training fields.

The firm lead by Sam Wallace, *Williams-Wallace Consultants*, was a minority-owned, and is certified with the Small Business Administration as an SBA 8(a) designated, Hub-Zone certified management planning, evaluations and research, human resources training, as well as generalized management consulting services firm. The principal disciplines of the firm and staff and areas within which the firm competes are: management evaluations, process re-engineering studies, market development assignments, consumer and industry research, public sector issues research, business development, organizational streamlining evaluations, and market or process feasibility studies for all sectors.

**Sam's previous work experience included tenure as:**

- Owner and Principal to Williams-Wallace (1994 – Present) serving as the Engagement Manager on specific large-scale government contracts.

- Regional IX Director, Dept. of Labor (1989-1994) He was appointed by Bush 41 and served as under Elizabeth Dole. Served both in Washington and in San Francisco.
- Xodex Enterprises (1981-1989) – Prior to the Bush political appointment he had spent 10 years has been as an entrepreneur running Xodex Enterprises., a firm focused on marketing and research and planning.
- Clorox Company in Oakland (1978-1981) – Served as Brand Manager at this West coast marketing firm heading up Duraflame Firelogs, and eventually Deputy Director for the Acquisitions mergers division of Clorox. The acquisitions work followed 2 years of new product development work in the foods division. Among success stories while at Clorox was responsibility over acquisition of Emil Villas Restaurants, Hidden Valley Ranch Dressings and Armorall Auto Products.
- CPC International/Best Foods Company (1976-1978) - Served as Assistant Brand Manager at this New Jersey consumer products company, and led marketing efforts for Best Foods Mayonnaise and Skippy Peanut Butter.
- Brand Manager - Procter and Gamble (1973-1976) - In the mid-seventies served as Brand Assistant and Assistant Brand Manager with this Mid-Western consumer goods company, a giant in foods industry, and a strong training ground for thousands pf people who later went onto lead American marketing firms.

### **Political Appointments**

- From 2001 to 2003, appointed to serve as Chairman of the Federal Salary Council, a labor policy board under President Bush.
- Bush Administration Appointment (See above)
- 1995 -1999, appointee of Governor Pete Wilson to the Workforce Training Council in1990, serving until 1994.

### **Education:**

- Howard University - BA 1971
- Columbia University - MBA (Finance and Marketing) 1973
- Dartmouth University - Executive MBA Program - July, 2004

### ***Civic Involvement:***

- Board-member, HRSA sponsored Sickle Cell Anemia Advisory

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Council – 2000 -2002.

- Co-chair of Northern Ca. Sickle Center Advisory Council – 1999 - Present.
- President of Bay Area Black MBA's – 1982
- Officer of 100 Black Men of Bay Area – Since 1999
- Member of Kappa Alpha Psi Fraternity – since 1971
- Inducted Member of Alpha Kappa Psi Business Fraternity – (1973)