

## **Collette A. Laisure**

### **Chief Family Officer and Civic Activist**

Collette Laisure currently serves as Chief Family Officer (CFO) and engaged civic activist. Creating, managing and executing the strategic family plan including; finances, extra curricular activities and balancing schedules of three active teenagers while remaining involved and engaged in leadership roles on the Rainbow Babies & Children's Hospital Foundation and Karamu House boards. Collette also chairs the Orange High School PTA Spirit Wear Committee.

Prior to her new role, Collette has the pleasure to serve as Executive Director of the PNC Fairfax Connection and was charged with and delivering the resources of PNC's most unique investment in northeast Ohio. Designed with direct input from the community, the PNC Fairfax Connection is a free community resource center offering quality programs/resources for all ages. Prior to joining PNC, Collette worked for FirstEnergy Solutions the nonregulated subsidiary of FirstEnergy Corp., as a Senior Government Aggregation Representative. In her role Collette maintained positive community relations and managed the process with Ohio elected officials to secure aggregation services for several Ohio communities. Collette served as the President and Executive Director of The Presidents' Council an organization that builds economic empowerment and entrepreneurialism by advancing African-American businesses in Northeast Ohio through the proven leadership of 15 successful entrepreneurs, who build relationships and strategically partner with corporate CEO's. Collette quadrupled funding, launched a popular new program to mentor high school sophomores, and raised public awareness of The Presidents' Council through targeted media and community relations' activities. Collette was appointed director of the city of Cleveland's Office of Equal Opportunity, where she managed a budget of \$1 million and 15 employees, who were responsible for administering and monitoring compliance of the Minority- and Female-owned Business Enterprise program.

Collette earned a bachelor of business administration in finance from Cleveland State University. She is a member of the 2008 class of Leadership Cleveland and was honored as a Crain's Cleveland 2008 Woman of Note.

As a community leader, Collette serves and retains leadership roles on the boards of; Rainbow Babies and Children's Foundation and Karamu House; former president of the board of Cleveland Public Theatre and served the Boards of the Alzheimer's Association Cleveland Area Chapter, Cleveland State University Alumni Association, and the Fairfax Renaissance Development Corporation, served as the first Chair of the Go Red for Women Open Your Heart Committee and former mentor to the Civic Innovation Lab. Collette resides in an eastern suburb with her husband Daryl, their three teenagers and two dogs.