



PRESENTED BY



**THE ART OF  
TRANSFORMATION**  
*Reimagine, Grow, Sustain*

## TRACEY WILEY

Tracey Wiley currently serves as Director of Diversity, Equity, and Inclusion for Casinos & Resorts in North America. She joined the Bally's team as a consultant, while working on projects in Virginia, in 2021. Based on the company's continuing opportunity to engage diverse communities in the cities and states where they do business, her role became more integrated in the business strategy, and she assumed a permanent role in 2022. Prior to joining the team, Wiley had completed two consecutive gubernatorial appointments in Virginia as the Director of the Department of Small Business and Supplier Diversity (SBSD) for the Commonwealth.

Eager to roll up her sleeves when appointed in 2014 by Virginia's 72<sup>nd</sup> Governor Terence R. McAuliffe, Wiley directed the merger of the former Department of Minority Business Enterprise (DMBE) and Department of Business Assistance (DBA). The Department of Small Business and Supplier Diversity was formed (SBSD). Her first order of business was to rally state buyers and Agency Heads to support the Governor's initiative to increase utilization of small, women and minority (SWaM) owned businesses. McAuliffe's Executive Order 20, signed in July of 2014, established a 42% goal in procuring state contracts. Under her leadership in FY 2016, the Commonwealth spent 37% or \$2.4B (total discretionary spend, \$5.5B) with SWaM businesses. An increase from 32% in prior years FY14 and FY15. The Commonwealth had an average annual discretionary budget of approximately \$6 billion. Her time in state government coupled with the prior thirteen years in the non-profit arena supporting minority business development, illustrates her passion and continuing commitment to this work.

Wiley was reappointed in 2018 by the 73<sup>rd</sup> Governor, Ralph S. Northam to continue her work in positioning the new agency to support small, women and minority owned businesses (SWaM). Her leadership and SBSD's role expanded at the onset of the COVID-19 health pandemic in 2020, when her team led efforts to assist small, women and minority owned businesses with accessing federal funds from the Small Business Administration (SBA)-- Paycheck Protection Program (PPP) and Economic Injury Disaster Loans (EIDL). In the final months of 2020, she had oversight for the deployment of over \$100 million in small business recovery grants to more than 3,000 Virginia small businesses. Wiley's final major initiative included her work in the development and implementation of the Governor's Executive Order 35 and her team's



## THE ART OF TRANSFORMATION

*Reimagine, Grow, Sustain*

completion of the Commonwealth's Disparity Study. The ten-month study outlines recommendations that champion advancing contracting opportunities for women and minority owned businesses.

Wiley's involvement in the community is well established. Currently, she serves on the Board of Trustees and is Vice Chair for the Virginia/West Virginia Chapter of the National Multiple Sclerosis Society, where she is an MS Activist and survivor. Wiley is Chairwoman of the Board of Directors for Boston based non-profit organization, ([www.Interise.org](http://www.Interise.org)). Interise is a national organization promoting the delivery of capacity building programs for low income and disadvantaged businesses, specifically through the StreetWise MBA curriculum. In 2021, she joined the Board of Foodshed Capital, a CDFI that provides financial stewardship to local farms and food enterprises through the distribution of equitable, patient, and risk-tolerant capital, including funding to BIPOC farmers. Wiley also serves on the Foundation Board for Virginia Commonwealth University (VCU).

She is a Richmond native who attended Richmond Public Schools (RPS) and holds a Bachelor of Arts in Speech Communications from Old Dominion University. Wiley is the founder and CEO of Rainmaker Industries Group, LLC, the consultancy is a culmination of her work to leverage relationships for the sole purpose of elevating communities of color and creating access to models that build generational wealth for a diverse people.