

# SPEAKERS BIO



## Gloria Larkin

President & CEO



Direct Line: 410-579-1346 ext. 310  
780 Elkridge Landing Road #204  
Linthicum Heights, MD 21090

Toll-free: 866-579-1346  
E-mail: [GloriaLarkinTG@targetgov.com](mailto:GloriaLarkinTG@targetgov.com)  
Web Site: [www.targetgov.com](http://www.targetgov.com)

### Summary

- Author of *“The Basic Guide to Government Contracting: How to Sell Your Services and Products to the U.S. Federal Government”* (book & Kindle)
- Author of *“The Veterans Business Guide: How to Build a Successful Government Contracting Business”* (book & Kindle)
- Interviewed on **MSNBC** and quoted in the **Wall Street Journal**, **Forbes**, **Inc.com**, **TheStreet.com**, **USAToday**, and **Inc. Magazine**
- CEO & Founder of **TargetGov** which focuses on government procurement and related business development and marketing services including creating effective Capability Statements, successful minority certification, contract development (IDIQs, GSA Schedules, etc.), business development, proposal management and development, and contract administration.
- Created the **Government Contracting Institute**, offering both in-person and virtual instructor-led classes.
- Expert author with over 200 articles regarding government contracting and business development published in local, regional, and national publications.

### Sample of Previous Speaking Experience

An experienced speaker and trainer with past engagements including:

- **Department of Energy Annual Conference**
- **Women in Government Construction Conference**, Washington DC
- **MacDill SDVOSB/VOSB & SB Conference**, Motivational Lunch Speaker, Moderator
- Fortune 50 Prime Contractor: Social Media Planning Strategy
- **National Veterans Small Business Conference**, The Dept. of Veterans Affairs, St. Louis, MO
- **Veteran Entrepreneur Training Symposium (VETS)**, Reno, Nevada
- Keynote speaker: **Johns Hopkins University Carey Business School** “Art of Entrepreneurship” Annual Conference
- **OSDBU Annual Conference** Workshop Session Speaker
- Speaker at the National Women Business Owners Corporation National Conference
- Speaker and discussion leader at **AMEX OPEN for Government Contractors** Summit for Success
- International speaker and discussion leader at the University of Oxford Saïd Business School Power Shift Forum for Women in the World Economy 2013
- Radio show and podcast guest for **BusinessWeek.com** and NPR affiliate **WEAA 88.9 FM**
- Television show guest of **Anne Arundel County** and **Howard County Public Television**
- Keynote Speaker for the **Annual BWCC Government Procurement Fair**
- Teaching seminars at the Howard County Economic Development Authority Business Center



TargetGov at Marketing Outsource Associates, Inc. is a 100% woman-owned company. [www.TargetGov.com](http://www.TargetGov.com)

- Keynote speaker at the Business Women's Network
- Speaker with the **Department of Homeland Security** at UMBC Tech Center
- Speaker at the **Department of the Interior's Procurement Conference**
- Keynote speaker at **Maryland Association of CPAs Government Contractors Conference**
- Lorman Education Services Distinguished Faculty

## Recognitions

- **Women Impacting Public Policy (WIPP)** National Educational Foundation Past Chair
- SBA's 2010 Women in Business Champion, Maryland
- Enterprising Women Magazine's 2010 Enterprising Women of the Year honoree
- Recognized as one of Maryland's Top 100 Minority Business Enterprises, 2008 and 2006
- Women Impacting Public Policy Member of the Year 2007
- Bravo Business Achievement Award 2007 recipient
- Recognized as one of Maryland's Top 100 Women in 2007 and 2004
- Recognized by Maryland's Governor's Office of Minority Affairs as one of the top Women Entrepreneurs and Top 100 Minority Enterprises in 2008 and 2006
- "Business of the Year" by the Baltimore/Washington Corridor Chamber of Commerce
- Featured in various nationwide publications including **USAToday** and **Inc Magazine** and quoted in **Government Executive** magazine
- MOA marketing projects for Howard Transit received a national American Public Transportation Association (APTA) AdWheels First Place Award and a Transportation Association of Maryland (TAM) "Best Transit System in MD" Award
- Past Instructor at George Washington University in the Continuing Education Division, teaching marketing and business practices workshops

## What people are saying about Gloria Larkin:

*"I want to take this opportunity to thank you once again for the two terrific workshops you ran for us in our region. Your approach, subject matter expertise, and professionalism provided our clients with a very informative, very well presented, and enjoyable workshop. We look forward to the next opportunity we will have to bring you back to Northeastern Pennsylvania to enrich ourselves and our clients with your energy and knowledge." **Frank A. Migneco, Government Procurement Manager, NEPA Alliance***

*"Ms. Larkin was our keynote speaker and I am still hearing comments about how interesting her talk was." **Rhonda Tomlinson, Maryland Association of CPA's, Federal Contracting Summit***

*"Superb! No other word would adequately describe your presentation." **Cynetta Cardwell, Howard County Economic Development Authority***

*"Your topic about New Trends and Tactics was really compelling for our attendees. We had no idea so many new tools were available to help us grow our businesses." **Beverly Carrigan, President, Business Women's Network***

*"Ms. Larkin brought a fresh approach to government contracting that we had not heard before." **Robert Faithful, US Department of the Interior***

*"Your session was very informative; it worked especially well with our new contracting procedures." **Mr. Mui Erkun, US Department of Homeland Security***

*"The feedback that I received from attendees was that this was by far one of the best sessions we had." **Tech Council of Maryland***