



## **Advisory Committee**

### **Laura McTaggart**

Richmond, Virginia

Laura McTaggart is President of McTaggart Consulting, a management consulting firm in Richmond, Virginia. She specializes in solving business problems for small businesses and nonprofits, but also has worked on supplier diversity and marketing consulting projects for Accel Advisors, Inc. and Mill Square Group. Her other work has focused on start-ups (business plans and strategy) and professional services firms (marketing strategy, operational planning, and growth plans).

Prior to starting her consulting business, Ms. McTaggart was Director of New Car Merchandising and Customer Relations for CarMax, a Fortune 500 automotive retailer. As general manager of the \$500 million new car business, she led the inventory management, strategy, pricing, and marketing for 14 new car franchises. She also launched the Customer Relations department, building the process, operations, and staffing to handle over 1000 monthly customer contacts. Other roles held by Ms. McTaggart at CarMax include Senior Regional Marketing Manager and various operational positions.

Ms. McTaggart served as an active duty naval officer for four years, completing two sea tours on a frigate (where she worked as the Anti-Submarine Warfare Officer) and a nuclear aircraft carrier (where she was the Electrical Division Officer). Her military decorations include the Navy Achievement Medal, Armed Forces Expeditionary Medal, Southwest Asia Service Medal (w/Bronze Star), and the National Defense Service Medal.

Ms. McTaggart serves as President of the Board of Directors for Friends Association for Children (a family services organization in Richmond Virginia) and is former Vice President of the Board of Directors at the Richmond Animal League. She is a member of the American Association of University Women and the National Association of Women Business Owners.

Ms. McTaggart earned a BA from the University of Michigan and an MBA from Harvard University.