

AMANDA YARA MOREIRA JONES

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PROFESSIONAL SUMMARY

Strategic business leader with more than 20 years of experience in account management, business development, government consulting, and leadership development. Proven ability to build trusted relationships with government agencies, small businesses, nonprofit organizations, and executive stakeholders while delivering technology solutions and driving organizational growth.

Recognized for coaching high-performing teams, developing future leaders, implementing strategic business plans, and managing complex projects. Entrepreneur and founder of Haras Yara LLC, dedicated to preserving and promoting the Mangalarga Marchador breed in the United States through collaboration, education, and responsible breeding.

PROFESSIONAL EXPERIENCE

Verizon

Government Account Manager / SMB Account Manager / Retail Specialist 2000–2020

- Managed strategic government and public sector accounts, including schools, police departments, fire departments, cities, and nonprofit organizations.
- Consulted with executive leaders to assess operational needs and implement technology solutions that improved communication, efficiency, and public service.
- Managed relationships with small business clients, delivering customized technology strategies to support business growth.
- Developed and executed business plans to improve retail performance and customer experience.
- Trained and coached retail professionals in business acumen, consultative sales, leadership, and customer relationship management.
- Mentored employees and helped prepare future leaders for career advancement.
- Consistently built long-term partnerships based on trust, integrity, and results.

J6 Steel

Project Management Consultant 4 Years

- Managed commercial projects from planning through completion.
- Coordinated project timelines, contractors, and stakeholders to ensure successful execution.
- Applied project management principles to improve communication, organization, and operational efficiency.

Haras Yara LLC

Founder & Owner 2022–Present

- Founded Haras Yara to preserve and promote the Mangalarga Marchador breed in the United States.
- Developed a breeding program focused on quality, temperament, functionality, and preservation of breed standards.
- Registered horses with the Associação Brasileira dos Criadores do Cavalo Mangalarga Marchador (ABCCMM).
- Collaborated with respected breeders in Brazil and the United States to continue learning and strengthen breeding decisions.
- Educate prospective owners about the versatility and unique qualities of the Mangalarga Marchador.
- Manage all aspects of business operations, including breeding, marketing, customer relations, event planning, and strategic growth.

EDUCATION

Master's Certificate in Project Management

IBEC

CORE COMPETENCIES

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| • Government Account Management | • Strategic Planning |
| • Strategic Account Management | • Business Operations |
| • Business Development | • Customer Success |
| • Public Sector Consulting | • Performance Improvement |
| • Executive Relationship Management | • Negotiation |
| • Leadership Development | • Organizational Leadership |
| • Team Coaching & Mentoring | • Public Speaking |
| • Project Management | • Event Planning |

LEADERSHIP PHILOSOPHY

I believe the strongest organizations are built through collaboration, integrity, continuous learning, and developing people. Throughout my corporate career and as the founder of Haras Yara, I have focused on bringing people together, building lasting relationships, and creating environments where ideas become action. As a lifelong student of the Mangalarga Marchador breed, I remain committed to learning from experienced breeders while contributing to the continued growth and success of the breed in the United States.