



Business Champion

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MAKING GREAT STRIDES FOR WOMEN
AND MINORITY OWNED BUSINESSES

ENTREPRENEUR

WWith more than 10 years of business experience in Minority and Women-Owned Business Enterprises (M/WBEs), Katrina Keyes has a well-earned reputation as a skilled negotiator for the inclusion, procurement and public policy for minority- and women-owned businesses. As president and CEO of K Strategies Group, LLC, a management services firm, she provides programs and services to increase opportunities for minority- and women-owned businesses in the construction and transportation industries. Keyes has worked with some of the top construction firms and government agencies to consistently exceed 30 percent minority- and women-owned businesses participation on multimillion and billion dollar projects.

Keyes has a bachelor's of business administration from the University of Texas at Arlington, and a master's in higher education from Dallas Baptist University. She is working on her dissertation on "Engaging Minority Businesses in Construction," and will receive a Ph.D from the University of Texas at Dallas.

Keyes is the M/WBE coordinator for construction projects for the new Dallas Cowboys Stadium in Arlington, Texas, a \$650 million project. "I'm basically [in place] to ensure the fair share agreement with the Dallas Cowboys, the City of Arlington, [the African American and the Hispanic chambers of commerce] and M/WBEs is upheld," she explained.

The agreement, in part, pledges to support the creation of policies and programs to give equal opportunities for minority- and women-owned businesses in the construction, procurement and professional services. Keyes serves on the board of directors of the Trinity River Authority, while working to enhance its effort to utilize minority- and women-owned firms. She has received recognition for her many achievements and accomplishments by the Dallas Business Journal, the Fort Worth Minority Business Council, the Black Contractors Association and the U.S. Department of Commerce Minority Business Development Agency.

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