

Winsley Durand III

Winsley Durand III, EDMP, has utilized over 30 years of relationship-building, market knowledge, and innovative thinking to achieve a successful track record and establish deep trust within the Omaha community. His extensive experience spans business attraction, retention, military affairs, minority economic development, entrepreneurship, and small business education. His innovative program designs have significantly increased participation in institutional procurement for minority-owned businesses in the Omaha MSA by sevenfold from 2012 to 2022.

Winsley's expertise in collaborating with CEOs, government leaders, and small business owners has been a hallmark of his career, particularly during his tenure at the Greater Omaha Chamber. In his role as Director of Economic Inclusion at MCL Construction, he is responsible for integrating small and diverse firms into procurement processes, providing education, technical assistance, and exposure to ensure their success.

At the Greater Omaha Chamber, he served in various leadership roles, including VP of Economic Development, where he re-envisioned the Urban Core initiative to attract 30,000 new residents and jobs to the area. He also supervised Member Services, REACH, Entrepreneurship & Innovation, and Small Business, leading to over 9,000 hours of education and training across the community. As Executive Director of REACH, Winsley developed award-winning capacity-building methodologies, resulting in the creation of over 100 new businesses, significant growth in SEB participants, and the establishment of financial vehicles for entrepreneurs facing capital access challenges. His strategic and collaborative approach has been pivotal in enhancing Omaha's economic landscape.