

DES Ascent Group

FOUNDER & PRINCIPAL | DANICA A. SPRIGGS, DBA

About the Founder

I am a business professional, educator, entrepreneur, and retired U.S. Air Force leader with experience leading people, managing operations, developing leaders, strengthening organizations, and turning goals into actionable results. I hold a Doctor of Business Administration (DBA) in Organizational Leadership and currently serve as a Teaching Instructor at East Carolina University's College of Business.

My experience brings together higher education, human resources, business ownership, military leadership, nonprofit service, workforce development, project planning and implementation, performance improvement, and strategic planning.

Through DES Ascent Group, I apply this experience to help individuals develop professionally and organizations strengthen people, teams, systems, and performance. My approach connects professional development with organizational performance—helping individuals and organizations build the capabilities needed to move forward.

Areas of Expertise

Leadership Development & Coaching	Workforce & Professional Development
Team Development & Dynamics	Performance Management & Improvement
Project Planning & Implementation	Strategic Planning & Organizational Development
Professional Branding & Career Readiness	Training, Curriculum & Course Development

Professional Experience

East Carolina University — Teaching Instructor | 2016–Present

Designs and delivers business strategy and experiential leadership courses to 300+ business undergraduates annually, preparing students to apply strategic thinking, leadership, project planning, and organizational problem-solving to real-world business challenges; facilitates 40–50 student-led consulting projects with local nonprofit organizations; guides teams through project scoping, stakeholder engagement, planning, execution, and final deliverables; mentors students in team dynamics, conflict management, leadership, and project accountability.

Rebuilding Together Pitt County — Board of Directors | 2025–Present

Serves as an officer and board member; contributes to organizational strategy, growth planning, community impact, and sustainability; conducts strategy development retreats and supports initiatives involving projects, funding, internships, and organizational visibility.

CORE Team Member — Crisp Small Business Resource Center / East Carolina University | 2024–2025

Supported economic development in rural communities through outdoor recreation initiatives; assessed community assets and opportunities; developed strategic recommendations and technical reports; engaged stakeholders around sustainable development.

U.S. Air Force — Senior Human Resource Manager | 2012–2016

Directed and managed 400 employees and 800 records and evaluations; advised senior management on organizational cohesion and policy compliance; oversaw force-reduction programs and workforce planning; developed training plans and managed employee complaint processes.

U.S. Air Force — Force Support Manager | 2010–2012

Managed a \$2M food service operation, \$500K in equipment, and 77 employees; integrated contract personnel, improved financial practices, reduced waste, and strengthened operational performance.

Education & Professional Credentials

- Doctor of Business Administration (DBA), Organizational Leadership — National University, 2026
- Executive Certificate in Strategic Leadership — Liberty University, 2022
- Master of Arts in Management and Leadership — Liberty University, 2015
- Bachelor of Applied Science in Management — Wayland Baptist University, 2011
- Professional Managers Certification — U.S. Air Force, 2012

Selected Recognition

DES Ascent Group | Founder & Principal Profile

Assurance of Learning Recognition (East Carolina University) — 2018, 2019, 2021 • Senior Human Resource Manager of the Year — 2014, 2015 • Senior Leader of the Year — 2010, 2011 • Senior Instructor of the Year — 2009 • Instructor of the Year — 2006, 2007

DES Ascent Group

Guiding People. Strengthening Organizations. Creating Lasting Impact