



Barbara J. Brohl

Principal & Founder
B J Brohl Strategies

BOARD EXPERIENCE

Regional Transportation District
Executive Committee
General Manager Compensation Committee
Operations & Customer Service Committee
Pension Trustee
Statewide Internet Portal Authority
Finance Committee
Executive Director Search & Selection Committee

Barbara Brohl is an accomplished senior executive with over 30 years' experience in delivering high stakes, high profile, leading edge programs by focusing on operating excellence and delivering results that benefit customers, businesses, and the public. With a strategic mindset and a collaborative style, she easily navigates complex regulatory environments, develops and executes organizational short-term and long-term strategies, and comprehends and delivers technology transformations. Barb's expertise includes building coalitions with stakeholders on complex and controversial subjects, and building and motivating high-performance teams to carry out mission-critical programs.

Currently, Barb is principal and founder of B J Brohl Strategies, providing Government Affairs and Community Outreach for the legal cannabis industry, which includes marijuana businesses and government & regulatory agencies. Most recently, she was the Executive Director of the Colorado Department of Revenue. Appointed by Governor John Hickenlooper to his Cabinet in 2011, she led Colorado's Tax Division; Division of Motor Vehicles; Lottery; and Enforcement for Gaming, Liquor & Tobacco, Racing, Automotive Dealers, and Marijuana.

She oversaw the development and implementation of the first-in-the-world regulatory program for adult-use cannabis. An expert in Marijuana Regulation, Barb has consulted with governments nationally and internationally to present "The Colorado Model," and is regularly called on to share her expertise. In 2016, she spoke at a Washington Office of Latin America panel at the Commission on Narcotic Drugs at the United Nations in Vienna, Austria. Barb was a keynote speaker at The Transparent Chain Conference in the Netherlands advising government and key stakeholders regarding their move toward full regulation of cannabis. Recently, she was a member of the expert review panel for the 2018 Report on Regulation by the Global Commission on Drug Policy.

Elected to the Regional Transportation District Board of Directors for two terms, Barb was a member of the Executive Committee, the General Manager Compensation Committee, and a Pension Trustee. In addition, she chaired the Operations & Customer Service Committee. She evaluated all financial documents to ensure appropriate Board actions, approved and oversaw the Annual Operating Budget of \$626.1M; Annual Capital Budget of \$1,165.1M; and FasTracks Construction Budget of \$5B.

Barb was a Corporate Counsel, providing legal services to business clients at Qwest International Corporation for many years before joining the Colorado Department of Revenue. In that role, she provided legal and regulatory advice on non-discrimination and compliance obligations, and developed the legal strategy and direction regarding Qwest's general Regulatory Compliance requirements, ensuring that the company's product strategy complied with all federal and state regulatory obligations while furthering corporate product and service goals.

Barb has received several professional, leadership and community service awards for her work. Those awards include the Outstanding Women in Business – Finance, Accounting, & Banking Award by the Denver Business Journal; the Lifetime Achievement Award from the Center for Legal Inclusiveness; the State Executive of the Year Award by the National Association of State CIOs; the Lifetime Achievement Award by the Colorado Hispanic Bar Association; and the Top 25 Most Powerful Women in Business Award by the Colorado Women's Chamber of Commerce.

A Colorado native, Barb has a bachelor's degree from Regis University of Colorado and a JD from University of Denver College of Law. She was a judicial law clerk for Colorado Supreme Court Justices Gregory J. Hobbs, Jr. and William H. Erickson.