

Benilda (Benny) Samuels

Denver, CO

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Executive Benchmarks & Milestones **President – COO- CMO- Board Member**

Benilda (Benny) Samuels, a thought partner to companies that want to re-imagine business delivery and success in sales, marketing, operations and ESG.

Growth Strategy - Go to Market - Social Impact - DEI - Trust & Inspire Leadership
Board Management - Marketing & Consumer Experience - Start-up Leader

Led the national marketing and operations of a \$15M organization increasing scale by more than 3,000 new participants served

Led the Denver-based project that decrease unintended pregnancies by 40% in Colorado

Directed more than \$200M in grant funding for social impact in Colorado

Start-up leadership and erected the infrastructure of the first Black-serving community foundation in Colorado. Raised the first \$1M for operations

BOARD EXPERIENCE

Rose Hospital (Advisory board member) 2022 – Present

Colorado Outdoor Equity Board - by appointment (board chair) 2021 – Present

Feedback Labs – (board chair) 2018-2021 (international reach)

Denver Great Kids Head Start – by appointment (advisory board member)

CAREER LEADERSHIP

AYA Foundation, Founding President: build the infrastructure of the organization, developed start-up funding strategy, and raised the first \$1M in operational dollars.

Rose Community Foundation, Vice President of Grantmaking: directed \$10M in community grants for social impact in Denver Metro.

Nurse-Family Partnership, COO & CMO: scaled enrollment by more than 3000 new participants nationally; directed new national brand.

Mile High United Way, CMO & Vice President of Programs: grew funders through sponsorships and events; drove \$2M in social impact through community grants in the region.

Denver Human Services, Director of Communications: led record all communications, marketing, and crisis communications for the largest human services department in the state of Colorado.

Denver Health, Communications & Programs: increased enrollment in public health insurance (Medicaid, Child Health Plan Plus) by 25%. Increased access to contraception (IUDs) resulting in a 40% decrease in unintended pregnancies in Colorado.

EDUCATION

University of Colorado at Boulder – Master of Journalism

University of Denver – Bachelor of Arts, Graphic Design

Leadership Denver

United Way Worldwide National Fellowship