



BEVERLY HALLOCK RAZON

Denver, Colorado

[LinkedIn Profile](#)

Beverly Razon is a strategic leader that brings an independent voice, a unique perspective, and 10+ years of experience in reputation and relationship management to mid-sized private companies, family foundations and mid-sized non-profits. Since joining the COPIC leadership team in 2014, the company has grown its footprint 500%, tripled its customers, seen a 25% growth in total assets and maintained staff retention at 90%. Through this ambitious growth, Beverly has helped focus the company on its mission, internally and externally.

STRENGTHS

Strategic Management
Corporate Social Responsibility
Mission and Brand Alignment
Government Relations
Community Engagement
Communications
Change Management
Purpose Focused

RECOGNITION

WOMENS LEADERSHIP
FOUNDATION
Boardbound Program
2022/23 Cohort

COLORADO WOMENS
CHAMBER OF COMMERCE
25 Most Powerful Women in
Business Awardee
2021

DENVER BUSINESS
JOURNAL
40 Under 40
Honoree
2015

She built the Public Affairs department at COPIC which oversees the legislative and regulatory strategy across its regional market. In her 13 years with the company, she has grown the department from a traditional government affairs shop to a wholistic external relations department; supporting company strategy, aligning corporate social responsibility efforts to elevate brand and purpose, strengthening community engagements and ROI, as well as establishing a more focused, proactive funding approach for COPIC’s Medical Foundation.

Convene, collaborate, coordinate and communicate are the four “Cs” that Beverly activates to unify coalitions and build broad support to achieve successful outcomes. She attributes her legislative success to her ability to clarify and articulate complex subjects, build connections, and empower others toward common goals.

In addition to overseeing COPIC’s corporate political strategy across its markets, she also oversees the corporate social responsibility strategy, which encompasses its community engagement and oversight of its corporate foundation. She has supervised the implementation of measurable KPIs and development of goals for its corporate social responsibility operations. COPIC continues to proudly meet its total community investment pledge of 2% of its revenue into the communities it serves each year.

As a senior leader at COPIC Beverly presents strategies and updates to the board of directors quarterly and has experience in the strategic management process from identifying purpose to goal setting to development of accountability metrics to messaging and implementation. She received a master’s in business with an emphasis in strategic management which she has utilized to support plans that achieve growth while ensuring culture and staff retention.

As a board director she has contributed to organizations experiencing restructuring, embarking on strategic planning, transitioning due to executive turnover, and improving processes for decision making and accountability.