

EXECUTIVE SUMMARY

A seasoned business operations executive and human capital expert turned entrepreneur with a track record of partnering with companies to scale profits while empowering their workforce.

Executive Experiences

- Corporate Leadership Development
- Collaborative Relationship Building
- Conflict Management Expert
- Board Succession Planning & Strategic Meeting Facilitation
- Product Tampering Crisis Management Operations
- Executive Coach of healthcare leaders in the Covid frontline

Accomplishments

- Facilitated board leadership and C-Suite teams with crisis management and human capital strategies resulting in equitable and fair solutions.
- Coached C-Suite and Leadership Team executives in transforming team performance into stronger trust and double-digit revenue increases.
- Orchestrated and negotiated with union leaders and organization counsels in multiple win-win conclusions to retain key employees through adverse circumstances.
- Increased 2 telecom organizations' selling value by over 20% as a leadership team executive responsible for the national expansion of their commercial offerings.

BOARD EXPERIENCE

Latino Entrepreneur Access Program (LEAP), Latino Leadership Institute (LLI) 2022 to Present
Advisory Board Director
Growth-Stage Entrepreneur Accelerator for Latino & BIPOC Business Leaders

Minority Business Office 2017 to 2020
Advisory Board Director
MBO works to increase economic opportunity for minorities, women, and veterans across Colorado

Girls Inc of Metro Denver 2006 to 2012
Board Director
An organization that serves nearly 2,000 girls annually with a mission to inspire all girls to be strong, smart, and bold
Nominating Committee member
CEO Recruitment Committee Chair

Colorado Hispanic Chamber of Commerce 2004 to 2010
Board of Directors

National Society of Hispanic MBAs (Prospanica) Denver Chapter 1998 to 2002
Board Member
Chapter President (1998 to 2000)
1999 National Conference Committee Chair

CORPORATE & PROFESSIONAL LEADERSHIP

AVANZA BUSINESS GROUP, LLC

Founder & Managing Partner (2012 to Present)

Board and C-Suite facilitator with a strong focus on transformational leadership practices to enhance financial and workforce performance. Executive coach of C-Suite and international executives to assist with communication strategies, workforce retention and crisis leadership.

Higher Education Resource Services (HERS), University of Denver

Strategic Consultant & Faculty (2006 to 2016)

Directed a variety of leadership programs spearheading higher education administrative women into the executive suites. Proclaimed a top-rated professor who equipped participants with transformative negotiation and alternative resolution skills, filling the leadership pipeline across the US.

XCELENTE MARKETING & ADVERTISING

Founding Partner & COO (2002-2006)

Grew the organization into a multi-million agency providing social marketing communications strategies to corporations and non-profit agencies.

AT&T Broadband Business Services Group

Managing Director, Commercial Accounts (2001 to 2002)

General Manager of the two largest Business Services markets with monthly revenue generation of approximately \$265K and over 780 customers. Improved operating efficiency and increased average sales contract terms by 60% and average revenue per sale by 6%.

ISP Channel, Subsidiary of SoftNet Systems, Inc.

Senior Vice President, Business Services Group (1999 to 2001)

Led the creation, introduction, and growth of the Business Services Group, generating half a million in monthly revenue 7 months after the launch date while experiencing 11% monthly growth.

Rifkin & Associates, Denver CO

Executive Director, Advanced Services (1995 to 1999)

Led the organization's high-speed Internet product across several domestic markets, resulting in double-digit residential penetration

American Cyanamid Corporation, Wayne NJ

Product Manager, Latin America Group, (1993 to 1995)

Managed launch of a new specialty chemical product line throughout Latin America region, resulting in \$13M annual sales.

Pepsi Cola International, Somers NY

Sr. International Business Consultant (1990 to 1993)

Managed forecasts, budgets, and operating plans for international operations across Latin America and Europe.

McNeil Consumer Products Company, Subsidiary of Johnson & Johnson, Ft Washington PA

Production Supervisor (1984 to 1988)

Supervised the production of Tylenol products while managing crisis management operations for the 1986 product tampering.

EDUCATION AND CERTIFICATIONS

The Wharton School, University of Pennsylvania

MBA, Focus in Marketing and Strategic Planning

Multiple Academic Scholarships & Corporate Sponsored Stipends

Cornell University

BS, Chemical Engineer

Full Academic Scholarship – COSEP

John F. Kennedy, School of Government, Harvard University

Executive Program in conjunction with National Hispana Leadership Program

Colorado Bar Association & Colorado Council of Mediators

Mediation/Conflict Resolution Strategist

Myers & Briggs Foundation

Certified Practitioner of the Myers Briggs Step I and Step II Instruments