

MELISSA ROSAS, PE

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OVERVIEW

Proven leader, culture starter, board director, and business expert with significant strategic and risk assessment experience. Led and grew a transportation consulting firm, as President, to be one of the best-known business-to-government (B2G) transportation firms in CO focusing on multimodal mobility planning, innovation, transit, intelligent transportation systems, and engineering. Exceptional communication and interpersonal skills used to effectively communicate strategies, risks and results to a broad range of stakeholders. Melissa has entrepreneurial, financial and governance expertise with a high growth mindset in B2G sectors.

VALUE PROPOSITIONS

Transformational Leader: As a leader of a diverse transportation consulting firm, Melissa was instrumental in the growth of the firm to a \$9.4M annual revenue for this B2G company at the time of its acquisition. As President of Apex Design, PC, she worked closely with Consor Engineers, LLC leadership to retain clients and build a combined culture valuing retention, diversity, and quality. As part of complex, multi-disciplinary infrastructure programs, worked with management teams and developed a keen ability to evaluate, analyze and measure strategy and risk.

Financial Acumen: Managed financial analysis of a transportation consulting firm with experience analyzing financial statements and forecasting future cash flows to determine the intrinsic value of a business. In addition, Melissa has been part of project and program teams, chartering sessions across multi-agency, multi-stakeholder, multi-jurisdictional complex teams ranging in portfolios of \$55M to \$2.3B.

Innovation Expertise: Over 20 years of experience researching and analyzing transportation networks across sectors providing clients for B2G sound solutions and guidance in areas of Smart Cities growth, and multimodal transportation networks. Success was driven by the ability to evaluate goals and objectives, assess risk, and build strategy, tactics and drive implementation plans to measure the cost and use of capital, benefits, to drive infrastructure forward.

Environmental, Social, and Governance: Melissa has successfully built and scaled a transportation consulting firm by understanding and supporting employee retention, growth and development while concurrently making connections to the communities in which she and the staff have served. Founding various committees such as the Green Team or DEI committee, she has experience investing time and resources with an ESG lens.

EMPLOYMENT HISTORY

Conсор (acquired Apex Design, PC in 2020)	2008-Current
• Senior Vice President	2020-Current
• President – Apex Design	2013-2020
• Principal – Apex Design	2008-2013
Parsons Brinckerhoff (now known as WSP)	2003-2008
Parsons Transportation Group	2000-2003

NON-PROFIT BOARD/COMMITTEE/MEMBERSHIP EXPERIENCE

- **Denver Urban Garden** (Board President, 2022 to Present; Board Director 2020 to 2022) – \$1.5M providing the largest independent network of food-producing community gardens in the country, comprising 190 community and school-based gardens across metro Denver, serving more than 40,000 people through the gardens and programs annually.
- **Scholars Unlimited** (Board Director, 2021 to Present) – \$2M providing a no cost, out-of-school programming for K-5 grade students to promote positive youth development.
- **Move Colorado** (Board Director, 2022) – \$500k committed to be transportation funding advocates, has been at the forefront of the policy debate regarding how best to increase financial resources to support our vast and diverse transportation system.
- **American Council of Engineering Companies** (Member, 2008 – Present; DEI Committee Chair 2020-2022) – offers extensive lobbying and education programming to advance engineering companies. The DEI committee was focused on supporting CO company initiatives focused on their diversity, equity, and inclusivity.
- **Institute of Transportation Engineers** (Member, 2008 – Present) – serves as an international educational and scientific association of transportation professionals who are responsible for meeting mobility and safety needs.
- **Women Transportation Seminars** (Member, 2008 – Present) – dedicated to creating a more diverse, inclusive, and equitable transportation industry through the global advancement of women.
- **Denver Public School Bond Oversight Committee** (Committee Member, 2016 to 2021) – \$572M appointed by the superintendent and school board to monitor and advise the school district in the effective, efficient and appropriate use of general obligation bond funds approved by Denver voters on Nov. 8, 2016.
- **Denver Public School Community Planning Advisory Committee** (Committee Member, 2016) – served to create the bond and mill levy packages that were recommended to the Board of Education for approval in the summer of 2016.
- **City and County of Denver Professional Services Goals Committee** (Committee Member, 2014 – 2018) – served on this committee that provided input and recommendations on MWBE/DBE goals to the Director of the Division of Small Business Opportunity.
- **Community College of Denver Foundation** Board Director, 2012 to 2016) – \$1M developed resources to benefit the college and its students through partnerships with businesses, foundations and individuals.