

**Summary**

Senior Management Executive with full planning, operating, marketing, financial, legislative/regulatory and administrative responsibility for a growing Chamber with over 1,000 members. Directed five full- and part-time staff in Little Village, Chicago. Worked in cooperation with the Board of Directors to drive strategic planning and annual budgeting processes.

**Highlights**

- Successful Chamber of Commerce Executive Director who has increased membership and enhanced the profiles of many organizations in Chicago.
- Adept at developing strong professional networks with a deep community knowledge.
- Broad experience creating business plans to better serve the Chamber' members with a versatile "can-do-attitude" needed in Chicago's rapidly changing business environment.
- Specialized in revenue growth and public relations with key public and private organizations.
- An accomplished professional with extensive knowledge and expertise in operations and team performance measurement both in the US and abroad.
- +20 years' experience in community relations, and international business development.
- Exceptional professional networking and negotiation skills.
- Always able to spot a good opportunity for the Chamber members. Committed of helping the community at all times.
- Appreciates, anticipates and responds to the needs, perspectives and motivations of consumers, customers, business partners, employees and the community.
- Excellent at engaging with others and stay "always" in touch with reality – ("I see things as they are")
- Received in behave of the Board of Directors the "National Chamber of the Year Award, given by the United States Hispanic Chamber of Commerce this past Sept 18 in Philadelphia.

**Key Skills**

- Turnaround/Expansion Strategies. Financial & Budgetary Planning
  - *Board experience on a wealth management in a variety of specialty areas, including arts and business, Latino education, human services and immigration.*
- Bilingual, bicultural Team Building & Leadership.
  - *Extensive contacts with Chambers of Commerce across the United States and Latin America. Effective at international traveling, adapting to multiple work schedules. Broad network of contacts across USA and LatAm*
- Lead and embrace change.
  - *Consistently successful in building consensus and driving cooperative relationships with staffs, Boards of Directors, government agencies, vendors, and business people.*
  - *Recognizes opportunities: forms a clear vision of what can be achieved. Seeks out and readily accepts new ideas, experiences, opportunities and ways of doing things.*
  - *Celebrates change as an opportunity to grow, develop and improve; has a healthy dissatisfaction for the status quo.*
- Public Speaking & Public Relations.
  - *Outstanding public and private networking in the USA and LatAm. Partner externally to form mutually beneficial relationships; comes to common ground for win-win solutions.*

**Employment****Illinois Hispanic Chamber of Commerce – Chicago IL**

Supervisor: Chairman of the board

Employed from 1/22/2019 to date

IHCC's mission is to cultivate knowledge, connections and collaboration to effect transformational social change and achieve sustainable economic impact through entrepreneurship.

IHCC is a community of business owners, entrepreneurs and professionals committed to empowering individuals by helping them start and grow their businesses. As the largest community of Hispanic business owners across Illinois and the Midwest, we represent more

than 70,000 businesses that contribute more than \$15 billion to the state's economy and provide more than 100,000 jobs in Illinois.

Little Village Chamber of Commerce - Executive Director - Chicago, IL

Supervisor: Board of Directors

Employed from: August 2013 to date

We are a membership organization we represented the interests of local businesses and our members. The position's core mission is to transform our strong Latino community knowledge into a rather dynamic, inclusive, revenue generator community to foster community wealth into a sustainable, cultural-oriented Little Village. We have created jobs for thousands of residents. However, the community fears changes and the unknown surprises. This type of resistance occurs mainly when business and technological change is implemented without educating the affected stakeholders of its potential benefits.

**Achievements:**

- Developed marketing strategy of 35% dues/65% non-dues income; grew membership over 500 in 2000. Broadened volunteer base to 300+, retained and motivated them to work on various projects and programs (Parade, festivals and network events).
- Achieved and maintained 80%-member retention. Negotiated business partnerships and devised new programs/strategies to further expand market reach and drive member/revenue/profit growth.
- Negotiated with Board of Directors for in-house improvements. Developed and implemented employee policy and procedure manual; spearheaded change from manual to computer operations; and implemented a health plan for employees.
- Developed and produced marketing/promotional materials to promote benefits and services, significantly increasing inquiries and interest. Established an on-line website receiving 250,000+ hits in 2018 so far.
- Launched a Neighborhood Enhancement project in conjunction with the city of Chicago and the local community leaders to create XQUINA. (The first Latino co-work project in Chicago) we were able to secure a \$250,000-dollar grant to develop XQUINA Café, Business Incubator and Job Center.
- Successfully increased participation and revenue for the Arts and Crafts Festival, gaining a valuable reputation as one of the finest in the country. Started the Taste of Mexico Festival from a few thousand participants and \$7,000 in net revenue to 40,000+ attendees and net revenues of \$50,000 annually and this is only our 4<sup>th</sup> year with the festival.
- Planned and directed several programs, including an annual golf outing and the Mexican Independence Parade with total annual incomes of \$35,000+ for golf and \$125,000+ for the Fiestras Patrias parade and festival.
- Negotiated with Board of Directors to purchase office building for potential long-term effectiveness, increased membership, and additional revenues.
- Developed Small Business Development Center in partnership with the Woman business Development Center (WBDC) and the State of IL to mentor and assist new and existing businesses in their efforts to grow and add to the city/county's base.
- Attended must IHCC events and workshops for the past 5 years.

Greater Oklahoma City Hispanic Chamber of Commerce - Business Development Director

Supervisor: David Castillo

Employed from: March 2012 to July 2013

Provide entrepreneurs the tools and support to help them open their own business and to ensure that business growth is feasible. Organize community events; promote new businesses that will create new employment opportunities for the citizens in and around the Oklahoma City area. Develop relationships and strategic partners with those who enable entrepreneurship, including the local chambers of Oklahoma City, government agencies, local businesses and academia to maximize resources.

MATT (Mexicans and Americans Thinking Together) Foundation - Director for México - San Antonio, TX

Supervisor: Aracely Garcia-Granados (Executive Director)    Employed from: August 2009- to May 2011

Develop, coordinate and implement programs, communications and outreach strategies for MATT Mexico under the direction of the Executive Director. Duties and responsibilities include developing and recommending community contacts and managing MATT's external relationships with community groups, business and community leaders, governmental agencies, legislative bodies, and other groups at a local and national level. MATT is a bi-national organization gained extensive experience working with business leaders in a bi-cultural capacity. Establish and maintain favorable relations with community leaders, media representatives, and internal information sources. Actively seek opportunities to promote MATT to the public, implement and evaluate outcomes. Research and contact potential MATT partners and educates partners regarding the importance of MATT relationship.

City of Commerce City, Colorado - Community Relations Director - 5291 E. 60<sup>th</sup> Ave Commerce City, CO  
Employed from June 2005 to August 2009

Responsible for community relations practices and objectives that will provide balanced programs throughout all departments, aligning them with the mission, destination points and objectives of the City Council, City Manager's Office, employees, and members of the community focus on the Hispanic community. Interaction with representatives from community organizations; state, federal, county and other municipalities; neighborhood associations; school districts; and service agencies. Establish and facilitate community self-help, planning and problem-solving programs and activities, leading to the satisfactory resolution of citizen challenges and concerns. Assist citizens who are, or who may become volatile and with matters that are sensitive and highly visible.

**Volunteer work**

- *Appointed as a Commissioner as a member of the Illinois Business Enterprise for Minorities, Females and Persons with Disabilities Commission, effective September 2018*
- *Appointed as a Commissioner for the Illinois Latino Family Commission*
- *Board Chair of Pilsen Wellness Center- Chicago IL*
- *Board Member, Central States SER – Chicago IL*
- *Member of Little Village Rotary Club – Chicago IL*

**Education**

- BA Public Relations. 1983-1988)  
Universidad Nacional Autónoma de México (UNAM). México City, México.  
Attended the University of Colorado
  - University of Notre Dame 2016. "Certification on Coalition Building Among Under Representative Chambers"
  - "Certified Chamber Executive (CCE)" to be completed in Spring 2019
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