

EXPERIENCE:

Adventist Health White Memorial, Los Angeles, California

Community Relations Executive, Community Health Integration – April 2013 to Present

- Member of eight-person executive team, overseeing Community & Public Relations, with a specific focus on leading the Community Health Integration strategy
- Foster strategic collaborations with key local and regional community partners and stakeholders
- Work across all hospital service lines and with medical residents to ensure alignment of hospital resources and programming into the designated community areas
- Created the Community Information Center to provide the community access to healthcare enrollment services and free wellness offerings, including our signature 4,500+ member *¡Vive Bien!* Seniors Wellness Program
- Founding Member and Executive Champion over the community-based Community Leadership Council
- Oversee the Community Health Needs Assessment process and annual Community Benefits Report
- Oversee all community sponsorships and donations

Previously also oversaw Marketing & Communications department before it was regionalized

- Oversaw Agency of Record and launched English/Spanish bilingual marketing campaigns that included print, out of home, radio, TV, digital, special events
- Launched award-winning Health and Wellness themed TV shows – *Tu Mundo Hoy* (Spanish) and *Your World Today* (English) – that aired daily on a Spanish language network and bimonthly on KDOC
- Spearheaded the development of a new wayfinding system for patients and visitors in conjunction with new Adventist Health rebranding signage
- Served as the English and Spanish media spokesperson and Public Information Officer

University of Southern California, Los Angeles, California

Executive Director, HSC Community Partnerships – October 2008 to March 2013

- Oversaw all university-wide community outreach programs and initiatives at the Health Sciences Campus
- Crafted the community outreach strategy to garner community support for the HSC Master Plan
- Developed collaborative research opportunities between USC faculty and physicians and industry partners
- Served as the University-wide Spanish Language Media Spokesperson
- Developed and managed the Keck School of Medicine Dean's Community Leadership Council
- Oversaw the annual USC Community Health, Wellness and Safety Fair, and annual HSC Science Fair
- USC Good Neighbors Campaign - Communications Director
- USC Government Relations Council Member
- USC Biomimetic MicroElectronic Systems, Engineering Research Center, Executive Advisory Board
- Southern California Clinical & Translational Science Institute, Community Leadership Council Member
- USC Office of Global Initiatives – Member, Advisory Committee on Latin America

Director, UPC Master Plan Communications – November 2006 to October 2008

- Directed/managed the external communications plan for the University Park Campus master plan process
- Developed university master plan community outreach and communications strategies, including focus groups, online surveys, telephone surveys and Town Hall style community meetings
- University spokesperson on all issues regarding the USC UPC Master Plan
- Coordinated and oversaw the functions of the USC Master Plan Advisory Committee
- Founding Member of the USC Student-Community Relations Task Group

The East Los Angeles Community Union (TELACU), Los Angeles, California

Executive Director, Office of the President and CEO – May 2003 to December 2005

- Recruited, developed and managed a staff to carry-out the initiatives of the Chairman, President and CEO
- Oversaw public, corporate, community and governmental relations on behalf of the President and CEO
- Reviewed and assessed new business development proposals and initiatives
- Represented the organization at state legislative hearings and federal agency steering committees
- Promoted the organization at state and national conventions and expositions
- Oversaw the distribution of charitable and political donations
- Corporate liaison with local, state and national chambers of commerce and business organizations

International Business Center (IBC), Santa Ana, California

Executive Director – November 2001 to May 2003

- Oversaw IBC program management and development
- Coordinated trade seminars and workshops for the region's small and medium-sized companies
- Hosted foreign, commercial delegations
- Consulted small and medium-sized businesses on trade-related concerns with Mexico and Asia
- Produced quarterly newsletters highlighting success stories and announcements
- Attracted key partners to the IBC - U.S. Department of Commerce, California Technology Trade & Commerce Agency, Export-Import Bank, Orange County Small Business Development Center, Orange County Center for International Trade Development, Mexico Trade Center, NAFINSA, and JETRO

Office of Lieutenant Governor Cruz M. Bustamante, Los Angeles, California

Director / Advisor, Los Angeles Office – March 1999 to October 2001

- Director for Southern California and Business Development Advisor
- Supervised the design, build-out, staffing and development of the Lieutenant Governor's Los Angeles office
- International Trade Advisor and Mexico Liaison
- Coordinated delegation to Mexico to attend the Inauguration of Former President Vicente Fox

Office of State Senate Majority Leader Richard G. Polanco, Los Angeles, California

Consultant, Senate Subcommittee on the Americas – March 1998 to March 1999

- Directed California's legislative efforts to generate greater trade with Latin America
- Consulted the senator and other legislators on trade issues between California and Latin America
- Received Latin American dignitaries wishing to meet with California State Legislators

California Office of Trade and Investment, Mexico City, Mexico

Trade Specialist – November 1995 to March 1998

- Promoted California's bilateral commercial interests in Mexico and Latin America in the areas of Consumer Goods, Real Estate, Tourism and Entertainment
- Advised California companies on export/import procedures; performed market research studies tailored to company/industry needs; consulted U.S. executives on Mexican business practices and cultural differences
- Assisted Universal Studios Hollywood and Florida annually with their promotional and marketing campaigns, premieres, press events and partnership agreements
- Coordinated visiting delegations from the California State Legislative Leadership and the University of Southern California MBA Pacific Rim Education Programs
- Co-established and coordinated the first two *American Charity Golf and Tennis Classic™* tournaments on behalf of the U.S. Ambassador to raise funds for Mexican children's charities

EDUCATION:**University of Southern California**

Sol Price School of Public Policy
Executive Master of Leadership, August 2012
◦ The Order of Areté ◦ Dean's Certificate of Merit

University of Southern California

Marshall School of Business
B.S. Business Administration, December 1994
Emphasis: International Finance • Minor: Psychology

TEACHING ACTIVITY:

Adjunct Professor – USC Marshall School of Business, Department of Business Communications

- *Communication Strategy in Business* (BUAD 302) – Fall 2012 to Present
- *Advanced Writing for Business* (WRIT 340) – Fall 2011

Guest Lecturer – University of Southern California

- Marshall School of Business, MBA PRIME Program (Latin American Business Practices and Protocol)
- USC Dornsife College of Letters, Arts and Sciences / USC School of Social Work / Keck School of Medicine of USC, Division of Physician Assistant Studies (Community Asset Building and Community Leadership Strategies)

OTHER:

- **Bilingual:** Fluent in all aspects of Spanish
- **Bicultural:** Fully acclimated in Latin American Protocol
- Clifton StrengthsFinder® Profile: Strategic • Futuristic • Learner • Arranger • Connectedness
- Chair, Strategy Committee, Board of Managers – Weingart East Los Angeles YMCA
- Founding Member, Board of Directors – Shower of Hope (Mobile Shower Initiative for the Homeless)
- Former President, Board of Directors – Boyle Heights Chamber of Commerce
- Former President, Governing Policy Board of Directors – Arcadia Christian School
- Member, School Board – Resurrection Catholic School in Boyle Heights
- Member, School Board – Dolores Mission School in Boyle Heights
- Member, Design Aesthetic Advisory Committee – \$400 Million LA Sixth Street Viaduct Replacement Project