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## BAC-7066

### Contact Information

Contact Name	Mark Goodman	Home Address	180 Cook Street, Suite 310
Preferred Phone	2487664000	Home City	Denver
Preferred Email	mdg003@aol.com	Home State	CO
Other Phone		Home Zip	80206
Other Email		County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	No
SSN	[REDACTED]	Race/Ethnicity	African American
Gender	Male	Other Ethnicity	
Other Gender		Salutation	Mr.

### Board Information

Board Name	Prosperity Denver Fund	Other boards or commissions served	
Status	New	Resigned	
Term Start Date			
Term End Date			

### Work Information

Employer	Colorado Nut Company, Inc	Work Address	2596 W. Barberry Place
Position	Chairman and CEO	Work City	Denver
Business Phone #	3037337311	Work State	CO
Work Email	mgoodman@coloradonutco.com	Work Zip	80204

### Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	2		

### Education and General Qualifications

Name of High School	Ann Arbor Huron High School	Name of Graduate School	Tufts University
Location of High School	Ann Arbor, Michigan	Location of Graduate School	Boston, Massachusetts
# of Years Attended High school	3	# of Years Attended Graduate School	3
Did you Graduate	Yes	Did you Graduate	Yes

High School

Graduate Major Analytic Philosophy

Name of College College of Wooster  
 Location of College Wooster, Ohio  
 # of Years Attended College 4  
 Did you Graduate College Yes  
 Undergrad Major Philosophy

Reference Details

Reference Name #1 Lorii Rabinowitz  
 Reference Phone #1 3039514144

Reference Email #1 lrabinowitz@denverscholarship.org  
 Reference Address #1 Denver Scholarship Foundation, 789 Sherman Street, Denver CO 80203

Reference Name #2 Malcolm Evans  
 Reference Phone #2 3038392250

Reference Email #2 malcolm.evans@umb.com  
 Reference Address #2 UMB Bank, 1670 Broadway, Denver CO 80202

Reference Name #3 Phil Kalin  
 Reference Phone #3 3033514891

Reference Email #3 phil.kalin@pinnacol.com  
 Reference Address #3 Pinnacol Assurance, 7501 E. Lowry Blvd., Denver CO 80230

Agree to a background check

Owner Romaine Pacheco

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Notes & Attachments

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## **Mark D. Goodman**

### **Executive Biography**

Mark Goodman is a results-driven executive with experience in global brand development, building and rebuilding brand operations within consumer-driven retail, food and financial service industries. He has held significant leadership positions, including key roles at Fortune 1 and 50 companies: Walmart/Sam's Club (EVP, Chief Marketing Officer) and McDonald's (Corp. VP, U.S. Brand & Strategy).

Over the last decade, Mr. Goodman has been an active investor, Chief Brand Officer and financial adviser to mid-cap companies in the consumer, health and financial service sectors. Mr. Goodman currently serves as Chairman of the Colorado Nut Holding Company. In addition, he serves as the Global Chief Marketing Advisor to various organizations to include Vistage Worldwide, Inc. the world's largest CEO membership organization and the National Association of Corporate Directors.

- ***Walmart Inc, Sam's Club - Executive Vice President, Chief Marketing Officer***  
E-Commerce, Retail Health and Credit Services. Responsibilities included:  
Sam's Club \$21 billion credit facility, consumer, health and petroleum stations.
- ***McDonald's Corporation – Corporate Vice President, Head of US Strategy***  
Created a vision and guided team through development of a 10-year road map of growth with existing retail stores. Identified key consumer and trade trends, established clear operating goals, strategies and programs; addressed real estate development issues, sales and customer service requirements, cost saving opportunities, franchise network alliance and system/people development needs.
- ***Tufts University Medical School, Xavier University Board of Trustees*** full governance oversight of budgets, research, hospital audits, grant reviews and tenure track appointments. Served on subcommittee to rebrand Tufts medical school and guided Xavier University administration through development of a brand and multi-year strategic partnership with national pharmacy companies.

## **Board and Governance Experience – Healthcare Education, Insurance,**

Mr. Goodman is passionate about the role of smart governance in corporate and higher education institutions. Mr. Goodman has been active in supporting governance in corporate and educational institutions on a national basis over the twelve years. Most recently, Mr. Goodman was appointed to the board of directors for the Denver College Success Corporation.

### **Banking, Insurance, Education and Healthcare: National Association of Corporate Directors Leadership Fellow**

- ***Pinnacle Assurance Insurance Company*** – Present (Vice Chair of the Board and Chair - Compensation Committee, Executive Committee). Mr. Goodman was appointed to the board of directors for and was unanimously confirmed by the Colorado State Senate in 2015.
- ***PIMCO Investment Funds*** – 2010 – 2014 (Senior Advisor Consumer Markets).
- ***Bellco Credit Union, Inc*** – Present (Risk & Audit Committee). Mr. Goodman was elected as a director to the Board in 2016.
- ***Tufts University*** – Present (Risk & Audit, Advancement) Medical, Dental, Veterinary, Graduate and Undergraduate Schools
- ***The College of Wooster*** – Present (Finance and Budget, Audit
- ***Xavier University, Louisiana – 2012 to 2019*** (Chair – Advancement, Vice Chair – Investment)
- ***Eton Academy*** – Present

### **Education**

- ***Tufts University*** – Masters of Arts in philosophy and analytic logic;
- ***College of Wooster*** – Bachelor's degree in philosophy;
- ***Livingstone College*** – Honorary doctorate of philosophy;

Mr. Goodman and his family reside in Denver, Colorado.



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## BAC-7108

### Contact Information

Contact Name	Theresa Peña	Home Address	2626 S Madison St
Preferred Phone	3038807089	Home City	Denver
Preferred Email	tpena@comcast.net	Home State	CO
Other Phone		Home Zip	80210
Other Email		County	Denver
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	Yes
SSN	[REDACTED]	Race/Ethnicity	Hispanic
Gender	Female	Other Ethnicity	
Other Gender		Salutation	Ms.

### Board Information

Board Name	Prosperity Denver Fund	Other boards or commissions served	Denver Pre-School Program Board of Directors
Status	New	Resigned	
Term Start Date			
Term End Date			

### Work Information

Employer	Denver Public Schools	Work Address	2320 W 4th Avenue
Position	Regional Coordinator	Work City	Denver
Business Phone #	720-423-5657	Work State	CO
Work Email	theresa_pena@dpsk12.org	Work Zip	80223

### Additional Information

Are you a registered voter?	Yes	Objection to appointment?	No
If so, what county?	Denver	Special Information	
Denver City Council District No	6		

### Education and General Qualifications

Name of High School	East High School	Name of Graduate School	Cornell University
Location of High School	Denver, CO	Location of Graduate School	Ithaca, NY
# of Years Attended High school	3	# of Years Attended Graduate School	2
Did you Graduate	Yes	Did you Graduate	Yes

High School

Graduate Major MBA, Finance

Name of College Pomona College  
 Location of College Claremont, CA  
 # of Years Attended College 4  
 Did you Graduate College Yes  
 Undergrad Major BA, Sociology

**Reference Details**

Reference Name #1 Theresa Hafner  
 Reference Phone #1 720-423-5611

Reference Email #1 theresa\_hafner@dpsk12.org  
 Reference Address #1 2320 W 4th Avenue, Denver, CO 80223

Reference Name #2 Jamie Lofaro  
 Reference Phone #2 303-842-9031

Reference Email #2 jamie\_lofaro@dpsk12.org  
 Reference Address #2 1860 Lincoln St, Denver, CO

Reference Name #3 Yvonne Holland  
 Reference Phone #3 303-472-4043

Reference Email #3 yaholland01@gmail.com  
 Reference Address #3 6536 S Cherry Way Littleton 80121

Agree to a background check

Owner Romaine Pacheco

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 Last Modified By Denver Integration, 3/16/2021 4:22 PM

**Notes & Attachments**

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Type Attachment

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Description

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**THERESA K. PEÑA**

2626 S. Madison Street  
Denver, CO 80210  
(303) 880-7089  
tpena@comcast.net

**Experience**

- 2015 - **Denver Public Schools** Denver, CO  
**Regional Coordinator of Outreach and Engagement**
- Develop marketing plan to increase awareness and support for food services.
  - Increase average participation rates for school meals.
  - Cultivate grass-tops and grass-roots advocates for school meals.
- 2014 **Hunger Free Colorado** Centennial, CO  
**Breakfast Partner**
- Hired by Hunger Free Colorado to work with Denver Public Schools to implement Breakfast After the Bell legislation in (90+) schools.
- 2012-2013 **Colorado Children's Campaign** Denver, CO  
**Senior Education Fellow**
- Hired by the Campaign to lead community outreach in thirteen pilot school districts so that local communities understand and advocate in support of key educational reforms around educational effectiveness, common core standards and new assessments.
  - Work with the Colorado Legacy Foundation, the Colorado Department of Education and other Gates grantees and educational organizations to identify and share best practices, build resources and plan for effective implementation of the educational reforms across all 178 school districts in Colorado.
- 2011-2012 **City of Denver** Denver, CO  
**Executive Director, Denver Education Compact**
- Appointed by Mayor Hancock to create and lead a cradle to career initiative to accelerate educational outcomes for Denver youth in order to enhance the economic success of the City.
- 2003-2011 **Denver Public School Board of Education** Denver, CO  
**At-Large Representative**
- Elected in 2003 and reelected in 2007 in city-wide contest to serve four-year term, as one of two at-large members on the DPS Board of Education.
  - Selected to serve two, two-year terms as Board President.
  - Worked with the District staff and Board of Education to establish strategic priorities for the district's annual budget of \$1B and 10,000 employees.
  - District accomplishments:
    - From 2006-2011 graduation rates increased by 28%
    - From 2005-2012 DPS achieved double digit growth proficiency in CSAP scores
    - Since 2003 DPS passed two mill levies (\$20M and \$25M) and two bond packages (\$310M and \$454M)
    - In 2011 DPS had the highest student enrollment in 30 years
- 2000-2004 **MMR&T Consulting** Denver, CO  
**Business Consultant**
- Performed the bookkeeping and financial accounting for a veterinary practice with \$1M annual revenues.
  - Directed the operations and financial performance for retail, clothing business with revenues of \$350K annually.

- 1990-2000      **US WEST Communications**
- 1998-2000      **Audit Director** Littleton, CO
- Directed 50% of annual operations audits for four business segments, comprising 75% of the Company, and identified \$2M potential savings.
  - Managed team of nine employees who participated in self-directed work teams on consistent basis.
  - Selected for the highest award given to employees, President's Club.
- 1997-1998      **Engineering Director** Littleton, CO
- Managed engineering operation, local and field, for three states. Organization consisted of 100+ employees and \$100M capital.
  - Sponsored process improvements to facilitate 10% improvement in flow through orders.
  - Improved performance on key service objectives by 25% within 12-month period.
  - Reduced expense objectives by 30% and capital objectives by 25% on year-to-year basis.
- 1993-1997      **Tactical Planning Manager** Littleton, CO  
**Network Strategic Planner**
- Managed team of twenty-three managers responsible for network planning and deployment of facilities in four states and four technical disciplines.
  - Implemented proactive plans to build \$79M of capital investment in four states. Improved planning cycle time and capital efficiency.
  - Reduced capital overrun of \$20M on base budget to \$7M, an improvement of 65%.
  - Developed annual operation plans, strategies, and tactics for organization of 26,000 employees and \$1.0B capital budget.
  - Successfully managed plan to decrease expenses and headcount by 7%.
  - Selected for the highest award given to employees, President's Club.
- 1990-1993      **University Relations Manager** Denver, CO  
**Market Manager**
- Instituted plan to recruit interns and hires from fourteen universities in eight states. Increased placement rate within Company by 10%.
  - Directed team effort to increase participation of senior officers and line managers from 5% to 15% in campus recruitment activities.
  - Developed key human resource skills: interviewing, job design, benefit/salary negotiation, and client consultation.
  - Directed primary market research for new customer segment to develop market plan and advertising campaigns.
  - Managed market trial, with cross-functional team, that resulted in 10% increase in sales.
  - Led marketing team process to develop key market initiatives, which resulted in new revenue growth of \$20M.
- 1989-90      **IBM – Federal Sector Division** Owego, NY  
**Financial Analyst**
- Managed financial performance of \$66M contract. Increased profit margin from 14% to 17%, a gain of \$1M revenue.
  - Led inter-departmental team to develop new processes to monitor asset management policies for division. New processes resulted in savings of \$250K.



1984-87

**Pomona College**

Claremont, CA

**Assistant Director of Admissions**

- Led the recruitment effort to increase enrollment of Latino and African American students, increased enrollment by 25% over three-year period.
- Served as five-college chairperson to address institutional policies that would facilitate increased retention and graduation rates of minority students.
- Managed key student volunteer groups, campus tours and overnight hosts, which supported the admission efforts of the College.

Education

**CORNELL UNIVERSITY**

Ithaca, NY

MBA, Finance/Marketing

**POMONA COLLEGE**

Claremont, CA

BA, Sociology

Volunteer  
Activities

- Board Member, Vice-Chair, Prosperity Denver Fund, 2019-
- Board Member, Chair, A+ Colorado, 2017-2019
- Board Member, Colorado Opportunity Scholarship Initiative, 2014-2018
- Board Member, Denver Community Health Services, 2012-2018
- Board Member, Colorado Community College System, 2012-2019
- Board Member, Chair, Denver Preschool Program, 2011-2015
- Board Member, Latino Community Foundation of Colorado, 2012- 2013
- Board Member, Public Education and Business Coalition, 2010- 2014
- Board Member, Denver Scholarship Foundation, 2006-2012
- Executive Committee Member, Council of Great City Schools, 2007-2011
- Member, Colorado Governor's Higher Education Strategic Planning Committee, 2010
- Member, Colorado Governor's P20 Council, 2007
- Representative, Mayor's Latino Advisory Council, 2004-2006

Awards

- Denver Public Library, Cesar Chavez Leadership Hall of Fame, 2012
- West Denver Prep, Education Champion Award, 2011
- Colorado Athletics Directors Association, Outstanding School Board Member, 2011
- Democrats for Education Reform, Brian Bennett Education Warrior Award, 2011
- ADL, Torch of Liberty Award, 2009
- LARASA, Lena Archuleta Education Service Award, 2008
- Hispanic Contractors of Colorado, Community Advocate of the Year, 2007