

## BIOGRAPHICAL SKETCH

NAME Fernando Pineda-Reyes		POSITION TITLE Chief Executive Officer CREA Results, LLC (Community +Research + Education + Awareness)	
EDUCATION/TRAINING			
INSTITUTION AND LOCATION	DEGREE	YEAR(s)	FIELD OF STUDY
Universidad Nacional Autónoma de México (National Autonomous University of Mexico)	BS	1994	Clinical Biochemistry and Pharmaceutical Chemistry

### A. PERSONAL STATEMENT

I am a native of Mexico and founder of CREA Results (Community + Research + Education + Awareness), an organization lead by Promotores de Salud (Community Health Promoters). I have more than 15 years experience working in asset-based community development campaigns. I founded CREA with my sister Diana Pineda, our mission seeks to increase awareness and education on community health issues by mobilizing and integrating the assets of the Latino community to improve the quality of life and health of all people in Colorado. By building a unique community-based outreach model (Promotores de Salud/Community Health Workers) and working in partnerships with agencies, organizations and businesses promote public health, environmental, economic and social well-being.

As Chief Executive Officer and lead Promotor de Salud of CREA Results, I participate in the Partnership of Academicians and Communities for Translation (PACT) a NIH grant awarded to the University of Colorado Health Sciences Center. I serve as the chair of the outreach and communications committee for the Community Engagement Core where our charge is to create and implement a variety strategies and opportunities for community members, Community Health Promoters (Promotores de Salud) and academicians to engage and transform how research gets created for the elimination of health disparities. I am serving as a commissioner appointed by the Governor for the Early Childhood Leadership Commission as a parent leader, I serve on the finance and economic development committee to ensure the guidelines, framework and program implementation has a legislative and administrative shared input in the creation of better policies to support children in their development. I have become a recognized community leader and a “cultural broker” (community-based outreach expert), incorporating elements of CBPR (Community Based-Participatory Research), I have also serve as a bridge in partnerships with academic researchers, government agencies and public health service agencies addressing disparities and inequalities in education, health and health care of underserved populations and low socio economic status communities. My passion, program work and areas of interest are in the social, economic and political determinants of health status of minority populations; incorporating evidence based practice, while always incorporating the community voice. I view community engagement and programming as essential to improving quality of life and health outcomes for at-risk populations and for promoting social and economic justice in marginalized communities. I have been actively involved in the development of partnerships between academic medical centers, federal, state and local agencies and the diverse communities in Colorado serving on a variety of committees. I am also very concerned for the lack of real community engagement and the missed opportunities for community participation in advocacy and policy making. I have been acting as a spokes person for local health agencies (American Lung Association, American Heart Association and Colorado Department for Public Health and Environment, LiveWell Colorado) to provide media presentations to the Spanish speaking community. I have

been invited to serve in the National Steering Committee of Promotores de Salud/Community Health Workers from the Office of Minority Health from the Department of Health and Human Services and lead a Colorado effort to develop the core competencies, training protocols, cross training and accreditation for Promotores de Salud and strategies for collaborative efforts on program sustainability.

This specific career opportunity is of interest to me because it focuses on providing leadership and guidance in the development and implementation of a robust community engagement strategy in Denver. These regional efforts will ensure community participation while engaging parents, teachers, DPS staff, business and agencies in the conversation of sharing the values of Denver Public Schools and making it the best public school district in the nation.

## **B. POSITIONS AND HONORS**

### Professional/Practice Positions

#### **CEO. CREA Results (Community + Research + Education + Awareness)    Denver, CO    2006-present**

Executive Director. Groundwork Denver. Denver, CO	2004-2006
Program Director/Case Manager. St. Anthony Hospitals. Denver, CO	2003-2004
Health Science Educator/Project Coordinator. Denver Museum of Nature and Science	2003-2009
Community Health Manager. Denver Health Hospitals. Denver, CO .	2002-2003
Program Director. Colorado People's Environmental and Economic Network. Denver, CO...	2001-2002
Executive Director. Highland Economic and Community Health Organization. Denver, CO...	1999-2001
Clinical Laboratory Scientist. Clinical Laboratories of Colorado. Englewood, CO	1998-1999
Clinical Biochemist, Manager/Owner. Laboratorios Alpha. Taxco, Gro. Mexico.	1994-2001

### Honors

2009 Emily Bissell "Outstanding Community Outreach Award" recipient by the American Lung Association of Colorado