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BAC-9889

Contact Information

Contact Name	Gloria Prioleau	Home Address	
Preferred Phone		Home City	
Preferred Email		Home State	CO
Other Phone		Home Zip	
Other Email		County	
DOB		Hispanic or Latino origin or Descent?	No
Gender	Female	Race/Ethnicity	African American
Other Gender		Other Ethnicity	
Title		Salutation	Mrs.
		Pronouns	She/Her/Hers

Application

Status	In Progress	Council Resolution Number
Notes		

Board Information

Board Name	Denver African American Commission (DAAC)	Original Start Date
		End Date
		Other boards or commissions served
		14th Street General Improvement District

Work Information

Employer	Work Address
Position	Work City
Business Phone #	Work State
Work Email	Work Zip

Additional Information

Are you a registered voter?	Objection to appointment?	No
If so, what county?	Special Information	
Denver City Council District No	Registered Lobbyist	No
Conflict of Interest Explanation	Conflict of Interest	No

Education and General Qualifications

Name of High School		Name of Graduate School	
Location of High School		Location of Graduate School	
# of Years Attended High school		# of Years Attended Graduate School	
Did you Graduate High School	Yes	Did you Graduate	
		Graduate Major	
Name of College			
Location of College			
# of Years Attended College			
Did you Graduate College			
Undergrad Major			

Reference Details

Reference Name #1		Reference Email #1	
Reference Phone #1		Reference Address #1	
Reference Name #2		Reference Email #2	
Reference Phone #2		Reference Address #2	
Reference Name #3		Reference Email #3	
Reference Phone #3		Reference Address #3	
Agree to a background check	<input checked="" type="checkbox"/>		
Owner		Created By	
		Last Modified By	

Notes & Attachments

GloKnows One Sheet with Picture.pdf

Type	Attachment
Last Modified	Denver Integration
Description	View file

IMG_0140.jpg

Type	Attachment
Last Modified	Denver Integration
Description	View file

Gloria Prioleau Neal, Resume 2024-2025.pdf

Type	Attachment
Last Modified	Denver Integration
Description	View file

Applicants History

4/7/2025, 12:36 PM

User	
Action	Changed Status from New to In Progress.

User	Denver Integration
Action	Created.

Gloria Prioleau Neal



PROFILE STATEMENT

To utilize my expertise and knowledge in multi-media, public policy, ESG, DEI, impact investing, government affairs, and community engagement on a cohesive team that values, respects and, utilizes my work experiences, as well as my lived experiences. The organization's mission statement and bold leadership must reflect the values needed to lead in the space of sustainability, community engagement, financial investments with a shared goal of positive impacts in underserved communities. The leader of this dynamic team must be highly influential, diplomatic and walks-the-talk.

While my skillset is unorthodox, the intersectionality of each has become vital to the success of every project I've touched.

Expertise, Analysis & Notables

- * As the principal and Chief Relationship Broker of GloKnows Unlimited, I utilize my professional communication, media(radio, tv, print podcaster, emcee) and advisory experience to help two Denver mayoral administrations as an effective relationship broker. Expertise in relationship building on behalf of nonprofits, private sector, and government entities connecting executive leadership with KEY individuals through my established network.
- * Utilized market share data to analyze and improve tv-viewership/listenership, audience engagement, and community engagement as a tv news anchor and radio talk show host; Resulting in a one-percent increase in television market share in Atlanta, GA. That's an increase of about 20-thousand viewers during morning drive. The increase enabled the sales team to charge a higher rate to advertisers resulting in an increase in overall company profits.
- * As a subject matter expert (SME) @GloKnows on DEI, and strategic communications, utilized internal surveys from employee resource groups (ERG) pertaining to the goals around attrition and retention within the CleanTech sector and how the data impacts the reputation and profitability of a company. Data analysis collected from pre and

- * post-surveys, as well as case studies revealed the ERGs obtained a better understanding about the importance of ESG and DEI within a company, and a better understanding of how morale, trust, and company profitability are impacted. A second workshop has been requested by the client.
- * In my capacity on the mayor's team, analyzed data from constituents to determine best practices for messaging, communications and outreach resulting in a 20-percent decrease in constituent complaints.
- * Liaison for executive leadership in the mayor's office and the Center for African American Health during the COVID pandemic resulting in a 30-percent increase in vaccination rates in the Black community. Created new media opportunities on behalf of the mayor.
- * Hosted 9 virtual town-halls meetings for the mayor during COVID, resulting in more effective outcomes between the mayor's office and constituents; **Virtual Cabinet in the Community** resulted in a 10-15% increase in online attendance compared to in-person in 7 of the 9 city council districts. Data compiled from attendance records, constituent calls, complaints, and recommendations to the office of Public Affairs.
- * Served as a Delegate Guest, DNC, Chicago, 2024.
- * Currently serve on the Huntington Bank Advisory Board.
- * Advocated for policy improvements, and facilitated discussions around homeless and unhoused initiatives.
- * Ensured the principles of diversity, equity, inclusion, and belonging were embedded in both community engagement and policy development from the mayor's office.
- * Created and executed a strategic public affairs plan for the Colorado Association of Black Journalists resulting in a 30-percent increase in new memberships.
- * Extremely skilled multimedia journalist with expertise in strategic comms, public speaking workshops, broadcast news, talk radio, podcasting, voiceovers, facilitation and moderating.

EXPERIENCE

Principal and Founder - GloKnows Unlimited, 2007 - Present

A multi-media management firm specializing in strategic communications, data analysis, ESG & DEIB workshops, high profile clients. Services include public speaking, advocacy, creating and executing ESG and DEIB workshops, analyzing pre and post survey results ensuring deliverables are met; case study breakouts, discussions, and public speaking coach.

Transition Captain, Denver Mayor-Elect Mike Johnston, Oct 2023 - January 2024

Collected and reviewed policies of the mayor-elect ensuring a more clear understanding of challenges facing his administration. Advocated on behalf of the mayor's office for funding in front of Denver City Council. Served as liaison between mayor-elect and Black business owners to establish clear lines of communications. Assisted in formulating policy positions and priorities based on intel obtained during transition processes. Compiled reports summarizing constituents concerns stemming from DEIB. Chaired hiring panel for the position of Chief Diversity and Inclusion Officer, for the mayor's office.

Community Engagement Advisor, Denver's Mayor Johnston, Jan 2024 - Present

Currently, serve as a community outreach advisor and advocate for the passage of an affordable housing initiative benefitting middle-income families. Negotiated between the mayor's office and a business fund helping both sides to reach an out of court settlement.

Director, Public Affairs- Denver Mayor's Office, Dec. 2018 - May 2022

Initiated community engagement, helped to craft public policy and strategic messaging, as well as data analysis to hone messaging, coordinate messaging among agency heads and disseminate the information to all communities, with an emphasis on underserved communities; results, a 20-percent decrease in constituent complaints. Liaison for executive leadership in the mayor's office and the Center for African American Health during the COVID pandemic resulting in a 30-percent increase in vaccination rates in the Black community. Created new media opportunities on behalf of the mayor.

**Special Asst to the Chairman, Fulton County Commissioners- Atlanta, GA.
2017-2018**

Collaborated with five County Commissioners in Georgia's largest county (Fulton County), which includes Atlanta, Georgia, capital city. Coordinated community partnerships throughout metro Atlanta, as well as serve as the liaison between professional, business and civic groups for the Chair. Spearheaded and recommended program strategies to promote programs for residents of the county.

WGCL CBS46 TV Atlanta, News Anchor - 2015-2017

Successfully led and anchored a morning news team in a top 10 market resulting in increased audience share for the morning show, which in turn increased revenue for the company. Hosted weekly public affairs programs, live streamed social media interviews, and emceed numerous community events. Engaged and advocated for underserved communities; community engagement resulted in being selected to join the National League of Negro Women, the Atlanta Business League, and selected as one of the 100 Influencers in Atlanta, 2017.

Multimedia Journalist/Commentator KCNC CBS4 TV - 2008-2015

Provided daily commentary on the lead story; hosted weeknight segments using all social media platforms resulting in an increase in our online presence. Special assignments included trip to China, live broadcast from 2008 Democratic National Convention during the 100 year anniversary, Denver, CO; covered humanitarian trip to Belize with “Project Cure”, and attended and covered the 2008 & 2012 inaugurations of President Barack Obama.

News Anchor/Reporter Newsradio 850 KOA & 760 KTLK

Managed news assignments for 2 stations; anchored newscasts, delivered international breaking news originating in Colorado & U.S.—Sept 11th Terrorists Attacks, Columbine School Shootings (helped to create the Never Forgotten Fund), Aurora Theater Shootings, etc., also contributing reporter for CNN, ABC Network and Chicago Web.

EDUCATION

University of Colorado, B.S. Marketing/Business Administration, 1998

Leadership Denver, Denver Metro Chamber of Commerce, 2010

Cornell Univ, DEI Coursework, 2021

Boardbound, Women Serving on Corporate Boards, 2022

CU Leeds College of Business, ESG/CSR Certification, 2022-23

BOARDS & HONORS

Huntington Bank Advisory Board, Member, 2023 - Present

Denver Metro Chamber of Commerce, Member 2023 - Present

BCivic Advisory Board Member, 2024 - Present

American Red Cross Board Member, Colo/Wyoming, 2018 - Present

Warren Village Board Member, 2018 - 2024

Host, *UC Health's EVRE Woman's Podcast*, 2020-2021

Conversations...Paramount Theater, GA Gubernatorial Candidate Stacy Abrams, 2022

Woman of Influence, Cherry Creek Magazine (Article), 2019

Moderator, Sheryl Sandburg, Facebook COO & Gubernatorial Candidate Mike Johnston, Colorado Athletic Club (CAC), Denver, CO, 2019

Inducted National Coalition of 100 Black Women, Metro Atlanta, 2016

Columnist, "Glo Knows" Denver Magazine 2008-2011

Moderator, Mariane Pearl, wife of Daniel Pearl, DCPA, 2008; Daniel Pearl was the South Asia Bureau Chief of the WSJ when he was kidnapped and beheaded by terrorists in Pakistan.

Special Assignment Reporting (China, Denver Sister Cities)

Special Assignment Reporting (Belize, Two trips with Project Cure)

Special Assignment Reporting (DNC in Denver, President-Elect Obama)

Special Assignment Reporting (Los Angeles, Queen Latifah Show)

Special Assignment Reporting (Washington DC, The Inauguration and Re-Election of President Barack Obama)

Current Clients

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



GloKnows UNLIMITED CONSULTING

GLORIA NEAL
FOUNDER AND PRINCIPAL (she/her)



Glo Knows Unlimited (GKU) Consulting provides the following professional services:

Community Engagement and Public Speaking



Create an array of outreach communications on behalf of the client that will provide facts, details and clarity on matters that will better inform key communities and the public at large.

- Identify relevant community partners to strengthen communications and message outreach.
- Provide unique spotlights for current and past community efforts that speak to the breadth of financial benefit of the client.
- Feature key community leadership voices that can attest to the character and impact of the organization or individual.
- Conduct workshops, facilitate and moderate panels, serve as emcee, and deliver keynote addresses on a variety of topics.

Media Coaching



Provide thoughtful guidance to DEMI Fund CEO principals on how to best address/speak to the press, per outlet, per platform, and per medium.

- Coach CEO and equivalent on effective messaging, to include on-air broadcasts, interviews, and public speaking.
- Create scripts and record mock interview sessions for CEO and principals to ensure definitive, on message talking points.
- Provide ongoing debriefs on mock interviews, review and provide feedback.
- Liaise between public, private and nonprofit agencies on an as needed basis with an agreed upon goal prior to any action being taken.

Strategic Communications and Media



Provide multi-channel strategic communications and messaging over the course of the legal matter.

- Help to design a comprehensive communications plan that will strategically spotlight the organization's efforts across platforms.
- Create a social media campaign with IT resource expertise focused on storytelling and impact statements.
- Create a media messaging timeline to ensure key updates are released promptly.

ESG and DEI



Provide assessment and strategy development within an organization on DEI and Environmental, Social and Governance.

- Create and implement policies and programs that promote inclusivity and belonging.
- Train and educate to encourage belonging and inclusive behavior.
- Assess the environmental impact or an organization's footprint.
- Help to focus on social factors, such as community engagement, employee welfare and human rights.
- Ensure governance, risk management and stakeholder engagement are addressed and are in line with the organization's goals.