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## FERNANDO PINEDA - REYES

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### *Relevant Experience*

#### **CEO. CREA Results (Community Research + Education + Awareness)**

**Denver, CO.....2006-present**

Design and implement outreach and research program strategies for the Latino/Hispanic population as well as general population, develop education and awareness campaigns including written materials, media, presentations, program visibility techniques, focus groups.

Design culturally competent materials and messaging for implementation of focus groups, presentations, canvassing strategies, face-to face interviews.

Provide Spanish translation of materials, proof reading for cultural sensitivity and simultaneous translation.

Facilitate community meetings, listening sessions, focus groups and teach health education classes in Spanish and English.

Trainer on cultural proficiency working with the Latino/Hispanic community, minorities and low socio-economic status communities.

### *Work History*

Executive Director. Groundwork Denver. Denver, CO .....2004-2006

Program Director/Case Manager. St. Anthony's Hospitals. Denver, CO .....2003-2004

Health Science Educator. Denver Museum of Nature and Science (DMNS). Denver, CO .....2003-2010

Program Manager/Community Health Coordinator. Denver Health Hospital Authority (DHHA). Denver, CO .....2002-2003

Program Manager. Colorado People's Environmental and Economic Network (COPEEN). Cross Community Coalition. Denver, CO .....2001-2002

Executive Director. Highland Economic and Community Health Organization (HECHO). Denver, CO .....1998-2001

Medical Technologist/Clinical Laboratory Scientist. Clinical Laboratories of Colorado. Englewood, CO .....1997-1998

Clinical Biochemist, Manager/Owner. Laboratorios Alpha. Taxco, Gro. Mexico. ....1995-1997

### *Education*

Bachelors of Science\* - dual Degree in Clinical Biochemistry and Pharmaceutical Chemistry. Universidad Nacional Autónoma de México .....1989 - 1995

\*Transcripts have been evaluated and certified in USA.

### *Board and Commissions Involvement*

Board Member of Metro CareRing

School Collaborative Committee Ana Marie Sandoval -DPS School

Early Childhood Leadership Commission -Appointed by Gov. Bill Ritter

### *Steering Committees Involvement (Active member)*

National Steering Committee of Promotores de Salud/Community Health Workers from the U.S. Department of Health and Human Services (Office of Minority Health), Latinos using cardio-health actions to reduce risk -LUCHAR Community Advisory Committee, Colorado Clinical Translational Science Institute (CCTSI) Partnership of Academicians and Communities for Translation (PACT) executive committee.