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### BAC-4280

<b>Board Name</b>	Health and Hospital Authority Board of Directors, Denver	<b>Status</b>	In Process
<b>Salutation</b>		<b>Type</b>	Appointment
<b>First Name</b>	Paul	<b>Preferred Email</b>	paul.washington@am.jll.com
<b>Last Name</b>	Washington	<b>Other Email</b>	
<b>Contact Name</b>	Paul Washington	<b>Preferred Phone</b>	3032606512
<b>Middle Name</b>		<b>Other Phone</b>	
<b>MMAC Trans. Mode Group</b>			
<b>Other boards or commissions served</b>			

#### Work and Home Address

<b>Work Address</b>	17th Street Plaza, 1225 17th St #1900	<b>Home Address</b>	[REDACTED]
<b>Work City</b>	Denver	<b>Home City</b>	[REDACTED]
<b>Work State</b>	CO	<b>Home State</b>	[REDACTED]
<b>Work Zip</b>	80202	<b>Home Zip</b>	[REDACTED]

#### Additional Information

<b>Are you a registered voter?</b>	No	<b>Gender</b>	Male
<b>If so, what county?</b>		<b>Other Gender</b>	
<b>Denver City Council District No</b>	N/A	<b>Race/Ethnicity</b>	African American
<b>Occupation/Employer</b>	Market Director/Jones Lang LaSalle Americas, Inc.	<b>Other Ethnicity</b>	
		<b>Objection to appointment?</b>	No
		<b>Special Information</b>	

#### Reference Details

<b>Reference Name #1</b>		<b>Reference Email #1</b>	
<b>Reference Phone #1</b>			
<b>Reference Name #2</b>		<b>Reference Email #2</b>	
<b>Reference Phone #2</b>			
<b>Reference Name #3</b>		<b>Reference Email #3</b>	
<b>Reference Phone #3</b>			

**Owner** Denver Integration **Created By** Denver Integration, 10/11/2018 12:24 PM  
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## Paul Washington

### Market Director, Rocky Mountain Region

#### Current Responsibilities

As Market Director, Paul oversees day-to-day operations for JLL's Rocky Mountain Region, including managing a team of more than 265 professionals and ensuring integrated business development opportunities for JLL business lines, which include Tenant Representation, Corporate Accounts, Capital Markets, Project Development Services, Public Institutions, and Agency Leasing.

#### Experience

Prior to joining JLL, Paul held the role of Executive Director of the Denver Office of Economic Development. Prior to that, he was the president of LJS Holdings LLC, a leading finance advisory firm that specializes in international mergers, acquisitions and investment banking. Most notably, Paul was the lead investment banking advisor to GHCL Ltd. (a conglomerate firm based in India) on its successful acquisition of Dan River, Inc., the second largest textile company in the United States.

Paul began his professional career as a corporate attorney, and practiced law at Hogan Lovells, where he specialized in large merger and acquisition transactions. He is a member of the California and Colorado Bar Associations.

#### Education and Affiliations

In 1991 Paul earned his B.S. in business (finance) from the University of California at Berkeley and in 1996 received his JD from that institution's Boalt Hall School of Law, where he was elected president of the graduate student body. He also earned his L.L.M. in Taxation from the University of Denver in 2012. Paul currently resides in Boulder, Colorado with his wife Nadia and son Ragaei.

Paul is also an adjunct professor at the University of Colorado in Boulder, where he teaches a graduate course in Business Planning.

#### Contact

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E: [paul.washington@am.jll.com](mailto:paul.washington@am.jll.com)



*University of Northern  
Colorado Board of Trustees  
2012*

*Board of Directors of the  
Colorado Housing and  
Finance Authority – 2013*

*Board of Directors, Downtown  
Denver Partnership – 2017*

## Armando Martín | Executive Profile

A prominent speaker at industry conferences and roundtables, Armando Martín is an advocate for inclusivity with a simple message—"Where there's mystery there's margin!"



In other words, more profit opportunity when diversity in culture and thinking are adopted into the general business planning and practices. Armando began his career in Radio upon graduating from high school. Armando is bilingual and bicultural; his travel has given him the opportunity to conduct business in Spanish speaking countries, Spain and throughout Latin America with the exception of Argentina and Uruguay.

As a consultant Armando has worked with startups and established companies including Hi Speed Access—Vulcan Ventures a Paul Allen (Microsoft) company. In role of consultant Armando also supported Vistage International transition from a company owned organization in Mexico to an independent property with in-country ownership.

Armando's career has crossed various industries, including television syndication and programming with Bonneville Communications, working with mega networks like Venevisión, Televisa and Caracol, as well as domestic cable networks such as: Disney Channel, A&E and Univision. Armando was the youngest SVP/Managing Director at Western Media, now Initiative Media/IPG, where he opened the rocky mountain region and grew the business to \$80mm in annual billings in five years. He also elevated his broadcast and promotional skills while working at KSL/BYU Sports. He has held senior positions supervising multimillion dollar P&L's and budgets in technology at Cellular One (AT&T Wireless). At Franklin Covey, he opened retail stores and multiple offices in San Juan, Puerto Rico, Monterrey, Mexico City and Guadalajara, Mexico. As SVP/General Manager at Western Union, he managed \$1.5 billion in annual transactions from US to Mexico.

In 1999 Armando entered the advertising industry where he was part of the executive team that created the concept of multicultural marketing, during his time at GlobalHue based in Detroit. Shortly after with his long-time friend and business partner, launched the industry's first exclusive multicultural marketing firm Alturas Communications to bridge retail with ethnic minority customers. The pair developed an innovative, weekly in-language, branded entertainment publications on behalf of Kmart, targeting Asian markets called: Tea Leaf, Urban Direct and La Vida featuring pop culture celebrities. The duo also introduced Gear 7—urban inspired performance apparel line at Kmart, which was recognized as brand of the year in 2004, selling their interest in 2005.

Armando went on to launch XL Edge in 2007. In 2010 he was one of four partners that founded XL Alliance in New York. The business partners launched several start-up ventures, Saluda La Vida, Checkout Promos and Top Flight Brands (Itzta Seasonings). XL clients included: Home Shopping Network, Prestige Brands, Valeant Pharmaceuticals, Post Foods and Kroger, along with projects with Kraft, General Mills, Procter & Gamble, Nestle, Coke, General Mills, Colgate and Unilever among many others.

Armando has an abiding commitment to the rising generation. He has been on the advisory board of the Hispanic Center of Marketing at Florida State University and served as part of the mentorship and internship committees that helps graduating students enter the professional ranks. Armando has also served as emcee and is an active partner in the Multicultural Retail 360 Summit since 2007, as well as contributing columnist at Progressive Grocer magazine and Convenience Store News. He has recently been contributing at ECRM Marketgate. Armando was recently nominated to the board at the National Hispanic Voter Educational Foundation. Armando completed a Bachelor's degree in Theology/Biblical Studies at the Colorado Christian University.

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### Armando Martín • 2nd

CEO - Strategy & Business Development  
Greater Denver Area

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XL Edge

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High performance and globally astute senior level creative professional with a proven ability to direct ad agencies and organizations as either an internal or external consultant. Superior experience directing multilingual sales, marketing, branding, operations and administrative functions in service, consulting, finance, retail, communications and grocery industries. Improves channel penetration while delivering positive results that values customer and business needs.

Builds diverse and inclusive teams that do more with available resources than others. Exceptionally adept in analyzing demographic landscape, processes and securing market solutions as a compliant leader. Consistently grows revenue, while protecting P&L expense costs. Key channel entry problem solver time-after-time.

My executive strengths include:

- Build, implement and manage self-designed marketing processes to enhance sales
- Streamlining internal support operations to launch profitable products and services
- Include international governments into sales and marketing solutions
- Shifting role to be either an-house consultant or performing as a sought after outsourced SME
- Driving complex acquisition integrations to give better products/services at competitive cost
- Providing competitive analytics and solutions that captures market share

Education: BA, with Honors, Colorado Christian University. Instructor, Brigham Young University.

Operations / Strategic Planning / Negotiations / Contracts / Training / Strategic Alliances / Projects / Presentations Published Writer / Diversity Integration / Agency Reviews / AC Nielsen-JRI / Account Management / P&L / Finance Administration / Global Marketing / Channel Development / Administration / Analytics / Relationships / Cross Cultural Strategic Integration

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Chief Marketing Officer / SVP Marketing / Chief Growth Officer / Chief Commercial Officer / General Manager



**John Mullen** • 3rd  
CEO | SVP Retail | Omni Channel | Fortune 500 | Private Equity | M.B.A.



**Kapil Bansal** • 3rd  
SVP, Consumer Products & Retail at TUV SUD | Board Member at Footwear Distributors & Retailers of America



**Charles Cunningham** • 2nd  
Co-Founder of Creative & Corporate | Digital Marketing Agency | Specializing in Nonprofit & SMB Marketing



**Scott Evans** • 3rd  
Sr. Vice President Sales & Merchandising at Price Chopper Supermarkets



**Alberto Gonzalez** • 3rd  
US Hispanic Marketing Leader | Digital & Social Media Strategy | Brand Management Expert | CPG | Retail | PR | B2B | CRM



**Bill Donmoyer** • 2nd  
Business development executive and recurring revenue driver who maximizes sales and profits



**James Han** • 2nd  
Senior Vice President, Strategy and Development at Lowe's Companies, Inc.



**Steven Linder** • 3rd  
president at worldwide promotions inc



**Richard Thompson** • 3rd  
CMO/Executive Marketing Leadership/General Management/ Brand Strategy and Execution/Transformation/B2C/B2B/Retail

Learn the skills Armando has

View Skills

#### Highlights

19 Mutual Connections

### Articles & activity

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**As a bricks and mortar retailer: Do you have what it takes to...**

Armando Martín  
Published on LinkedIn

Not a day goes by that I don't read the pressure bricks and mortar retailers are under and especially grocery retail. Their are lots of issues that make it challenging. Start with competition. A co... [see more](#)

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### Experience



**CEO / Strategy - Business Development**

XL Edge

Sep 2007 – Present · 11 yrs 1 mo

Denver

XL is the first minority certified and owned firm that is dedicated to retail marketing and merchandise targeting ethnic opportunities. Opened our doors in Denver in 2007. First full-service multicultural Agency of Record on behalf of Kroger, serving 18 divisions and the general office. Aligned Intercultural & Inclusion initiatives and objectives with marketing and sales goals. Opened the Manhattan office in 2009 with business partners.

Our portfolio includes breakthrough performance with top multinational manufacturers...in research and insights, strategic business planning, brand development, creative services, social m... [See more](#)



**Director of Multicultural Marketing**

Albertsons

Sep 2005 – Aug 2007 · 2 yrs

Corporate based position led all Multicultural efforts for Albertsons, Jewel, Acme and Shaw's. Responsible for strategic direction and in market execution, in-store, promotions and media placement.



**President / Chief Creative Officer**

Alturas Communications

Jun 2002 – Aug 2005 · 3 yrs 3 mos

Developed one of the Retail industry's largest and breakthrough advertising initiatives in behalf of Kmart. Targeting the Urban mindset consumer and for Spanish, Chinese, Korean and Vietnamese markets 52 weeks a year to 5 million households and the top 25 markets including Puerto Rico. The Alturas partners also launched their own successful proprietary apparel line called Gear ... [See more](#)



**Executive Vice President**

GlobalHue

May 1999 – Apr 2002 · 3 yrs

Responsible for all Hispanic initiatives at the agency.



**Senior Vice President, Mexico Money Transfer**

Western Union

Sep 1996 – Jan 1998 · 1 yr 5 mos

Union



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### Education

**Colorado Christian University**  
 Bachelor of Arts (B.A.), Biblical Studies  
 2014 – 2015

**Brigham Young University**  
 1974 – 1978

### Volunteer Experience

**Reborn Animal Refuge**  
 Advisory Council Board Member  
 Feb 2018 – Present • 8 mos  
 Animal Welfare

Making the planet a better place by rescuing one animal at a time. I'm delighted to have been part of launching the Reborn Animal Refuge of Colorado. I'm also honored to lend my support to this great team of visionaries who follow a sole mission of making the planet a better and happier place through the care of wild animal life. I invite all my friends and colleagues to make contributions of time, resources and energy. Your creative, design, social media, IT, nonprofit experience, communication and organizational skills would be welcomed. (To my local network in Colorado we can frequently be found building out the property in Strasburg, CO. Just contact me if you'd like to spend a few hours on the property).

**National Hispanic Voter Educational Foundation**  
 Board Member  
 Mar 2016 – Present • 2 yrs 7 mos  
 Economic Empowerment  
 Board Member  
 Company Name National Hispanic Voter Educational Foundation  
 Dates Employed 2016 – 2016 Employment Duration less than a year  
 Location Denver, Colorado

The National Hispanic Voter Education Foundation (NHVEF) is dedicated to inspire eligible Latino voters exercise their patriotic duty and influence the public decisions that shape their daily lives, today and the lives of the rising generation. The NHVEF will also help insure that the 60 million Latinos who are rapidly approaching 20% of the US population will be manage their demographic clout responsibly and with respect.

**Florida State University**  
 Advisory Board Member - Center for Multicultural Marketing Communication  
 Jan 2010 – Sep 2016 • 6 yrs 9 mos  
 Education

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