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BAC-9770

Contact Information

Contact Name	Kristina Zwettler	Home Address	[REDACTED]
Preferred Phone	[REDACTED]	Home City	[REDACTED]
Preferred Email	[REDACTED]	Home State	[REDACTED]
Other Phone		Home Zip	[REDACTED]
Other Email		County	[REDACTED]
DOB	[REDACTED]	Hispanic or Latino origin or Descent?	No
Gender	Female	Race/Ethnicity	Native Hawaiian or other Pacific-Islander
Other Gender		Other Ethnicity	
		Tribal Affiliation	
		Salutation	Ms.
		Pronouns	She/Her

Application

Status	Pending Confirmation	Council Resolution Number	
Notes	sent to commission 1/27/25		

Board Information

Board Name	Denver Women's Commission	Original Start Date	
		End Date	
		Other boards or commissions served	

Work Information

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

Additional Information

Work or home in Denver		Objection to appointment?	No
Are you a registered voter?		Special Information	
If so, what county?		Registered Lobbyist	No
Denver City Council District No	1	Conflict of Interest	No

Conflict of Interest
Explanation

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

Owner Esther Lee Leach

Created By Denver Integration, 1/24/2025, 4:42 PM

Last Modified By Sterling Simms, 5/11/2026, 12:52 PM

Notes & Attachments

k.zwettler 2024 Headshot.png

Type **Attachment**
Last Modified **Denver Integration**
Description
[View file](#)

K_Zwettler_2025 Resume.pdf

Type **Attachment**
Last Modified **Denver Integration**
Description
[View file](#)

K. Zwettler Biography.pdf

Type **Attachment**
Last Modified **Denver Integration**
Description
[View file](#)

Applicants History

5/11/2026, 12:52 PM

User **Sterling Simms**

Action **Changed Status from In Progress to Pending Confirmation.**

1/27/2025, 4:35 PM

User **Fatimah Ben-Masaud**

Action **Changed Status from New to In Progress.**

1/24/2025, 4:42 PM

User **Denver Integration**

Action **Created.**

KRISTINA ZWETTLER

BACHELOR OF APPLIED HUMAN SCIENCES AT COLORADO STATE UNIVERSITY

RELATED EXPERIENCE

Scorpion AI	Denver, CO	April 2024 - Current
<i>Director of Account Managers - Home Services</i>		
<ul style="list-style-type: none">• Strategic Leadership: Developed and executed account management strategies to enhance client satisfaction, retention, and revenue growth. Acted as a strategic advisor, providing insights for clients to achieve their business goals.• Client Relationship Management: Built and maintained strong client relationships, ensuring delivery of personalized, vertical-specific solutions and addressing any escalations swiftly to maintain satisfaction.• Operational Excellence: Led operational efficiency in account management, focusing on Gross Revenue Retention and Net Revenue Retention. Reduced churn, increased upsells, and improved financial performance.• Team Development & Leadership: Recruited, trained, and mentored high-performing teams. Fostered a culture of excellence, collaboration, and accountability, aligning with company values and strategic goals.		
Junior League of Denver	Denver, CO	May 2011 - Current
<i>Vice President Elect of Fundraising – May 2024 - Current</i>		
<ul style="list-style-type: none">• Completing the second year of a two-year commitment• Board of Director service requires additional time and financial commitments, including supporting and attending the JLD fundraising events, community meetings/events, and JLD General Meetings• Make policy recommendations regarding fundraising and revenue-generating activities to the Board of Directors based on information provided by the Fundraising Council• Chair Fundraising Council, schedule and hold monthly council meetings and ad hoc meetings as needed with council members and others from the league• Supervise all revenue-generating activities of the JLD• Review all contracts for vendors and services related to all revenue-generating activities of the JLD;• Implement the operations plan for the current League year• Prepare and monitor the budgets with other key council positions during the Budget Planning Process and track the plan activities; ensure financial responsibility for the council• Establish and monitor fundraising-related strategies and tactics for the Strategic and Annual Plans.		
Hope Leigh Marketing Agency	Denver, CO	June 2022 – April 2024
<i>Account Director</i>		
<ul style="list-style-type: none">• Managed multi-year contract renewals (up to \$2.8 million) with a focus on client satisfaction and sustained partnerships.• Partnered with local vendors, resulting in a 70% revenue increase from the original contract.• Proactively aligned client needs with budgets, developing strategies for recruitment and market expansion.• Led a team of 4 account coordinators, overseeing global client portfolios.• Built international brand awareness and implemented recruitment marketing strategies.• Collaborated with global vendors to optimize client accounts for maximum ROI.• Achievements<ul style="list-style-type: none">○ Successfully negotiated and renewed contracts, contributing to revenue growth.○ Achieved a 70% increase in revenue through effective client integration strategies.○ Developed and implemented recruitment marketing strategies for global brand awareness.○ Efficiently managed and expanded global client portfolios.		
Impacto	Denver, CO	April 2022 - Current
<i>Customer Success Consultant</i>		
<ul style="list-style-type: none">• Proactively built the customer pipeline by attending industry conferences, agency events, and leveraging existing networks.• Provided valuable insights on platform build-out from the customer perspective, enhancing overall user experience.• Collaborated with internal department leads to strategize and align platform development with company goals.		

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- Achievements
 - Successfully expanded the customer pipeline through strategic networking efforts.
 - Contributed to platform improvements by providing key insights into customer needs.
 - Facilitated alignment between customer success strategies and company development goals.

talentReef

Denver, CO

July 2017 - June 2022

Director of Enterprise Customer Success

- Led a team of 7 client success managers, representing 50% of the annual revenue for the customer success teams.
- Managed a portfolio of 19 clients, generating \$3 million in annual revenue for the company.
- Successfully retained and strengthened relationships with existing clients, resulting in multi-year, multi-million-dollar renewals.
- Developed new hire trainings and ongoing development materials to enhance team skills.
- Created templates and standardizations for internal and external processes, optimizing efficiency.
- Mentored internal teams, fostering the development of communication, negotiation, and time management skills.
- Innovated new templates for business reviews, presenting data dynamically, challenging internal processes, and strategically planning partnerships.
- Achievements
 - Directed a high-performing team, contributing significantly to annual revenue.
 - Achieved \$3 million in annual revenue through effective portfolio management.
 - Secured multi-year, multi-million-dollar renewals by enhancing client relationships.
 - Implemented training and development programs that improved team skills.
 - Streamlined internal and external processes for increased efficiency.
 - Mentored teams to enhance communication, negotiation, and time management skills.
 - Innovated dynamic templates for business reviews, optimizing strategic planning.

Native Rank

Denver, CO

Sept. 2016- July 2017

Director of Operations

- Oversaw multiple departments, leading a team of 12 individuals including Project Managers, SEO Strategists, Content Creators, Web Developers, PPC Specialists, and Account Managers.
- Managed and directed the Operations Department, ensuring seamless coordination and efficiency.
- Facilitated training sessions on industry updates, team building, and the development of communication and leadership skills.
- Prioritized client care and feedback to drive process improvements that aligned with client needs.
- Spearheaded the reconstruction of internal processes, focusing on enhanced documentation, client-centric approaches, and improved communication.
- Achievements
 - Led a diverse team of 12 individuals across various departments, optimizing overall performance.
 - Successfully managed and directed the Operations Department to ensure streamlined operations.
 - Implemented training programs that enhanced team collaboration, communication, and leadership skills.
 - Prioritized client satisfaction by incorporating feedback into process improvements.
 - Rebuilt internal processes, improving documentation, client focus, and communication strategies.

Valiant Products

Denver, CO

Sept. 2015-Sept 2016

Project Manager

- Oversaw multiple departments, leading a team of 12 individuals including Project Managers, SEO Strategists, Content Creators, Web Developers, PPC Specialists, and Account Managers.
- Managed and directed the Operations Department, ensuring seamless coordination and efficiency.
- Facilitated training sessions on industry updates, team building, and the development of communication and leadership skills.
- Prioritized client care and feedback to drive process improvements that aligned with client needs.

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BACHELOR OF APPLIED HUMAN SCIENCES AT COLORADO STATE UNIVERSITY

- Spearheaded the reconstruction of internal processes, focusing on enhanced documentation, client-centric approaches, and improved communication.

LEADERSHIP / COMMUNITY OUTREACH

2011 – Present	Junior League of Denver • Vice President of Membership	Denver, CO
<i>Fundraising Vice President Elect</i>	<i>2024 – 2025</i>	
<i>Sponsorship/Auction Chair, Holiday Mart – Special Events Co-Chair, Cookbook Solutions Co-Chair</i>	<i>'23 – '24</i>	
<i>Membership Vice President</i>	<i>2022 – 2023</i>	
<i>Membership Vice President Elect</i>	<i>2021 – 2022</i>	
<i>Transfer Chair</i>	<i>2020 – 2021</i>	
<i>Transfer Step Up Chair</i>	<i>2019 – 2020</i>	
<i>Connections Chair</i>	<i>2018 – 2019</i>	
<i>New Member Chair</i>	<i>2017 – 2018</i>	
<i>New Member Step Up Chair</i>	<i>2016 – 2017</i>	
<i>New Member Advisor</i>	<i>2014 – 2016</i>	
<i>Leadership Institute Participant</i>	<i>2013 – 2014</i>	
<i>Kids Connect Committee Member</i>	<i>2012 – 2013</i>	
<i>New Member</i>	<i>2011 – 2012</i>	
2016 – 2020	Boys and Girls Club • Associate Board Member	Denver, CO
<i>Associate Board Member</i>	<i>2016 – 2020</i>	
2010 – 2017	Zeta Tau Alpha Alumnae • President	Denver, CO
<i>President</i>	<i>2015 – 2017</i>	
<i>Membership Vice President</i>	<i>2013 – 2015</i>	
<i>DAP ZTA Delegate</i>	<i>2010 – 2017</i>	
2015 – 2017	CISV International • Step Up Program Leader	Denver, CO
<i>Director of Rocky Mtn Regional Program</i>	<i>2017</i>	
<i>Youth Meeting Program Leader - Slovenia</i>	<i>2016</i>	
<i>Step Up Program Leader - Finland</i>	<i>2015</i>	
2010 – 2017	Denver Area Panhellenic • Fundraising Chair	Denver, CO
<i>Fundraising Chair</i>	<i>2015 – 2017</i>	
<i>Philanthropy Chair</i>	<i>2013 – 2015</i>	
<i>Recruitment Chair</i>	<i>2011 – 2013</i>	
<i>Social Committee Member</i>	<i>2010 – 2011</i>	

EDUCATION

2005 – 2009 Colorado State University • Bachelor of Applied Human Sciences Fort Collins, CO

I have been a proud member of JLD (Junior League of Denver) since 2011, serving in multiple leadership roles, currently, Fundraising Vice President Elect. My leadership is rooted from my deep-seeded belief that human connections which better our world happen at the intersection of curiosity, belief, and grace: the curiosity to ask, “What is possible?”; the belief in goodness; and the grace for every individual to confidently show up as they are. I focus on fostering connections, mentoring, and encouraging innovative thinking to drive our mission forward.

Known for bringing a “glass-half-full” perspective, I lead with gratitude, collaboration, and a passion for continuous improvement. I challenge others to think outside the box to create meaningful change. Professionally, I specialize in operational excellence and customer success, with a track record of leading high-performing teams and driving innovation in the tech startup space. Currently, I serve as Director of Account Management at Scorpion, where I mentor teams and empower individuals to thrive in their careers.

Outside of work, I’m a triathlete, active community volunteer, a new mother, and committed to inspiring those around me to live authentically and create impact. My personal mission is simple yet powerful: to help others rise, together.