DIEDRA GARCIA

RESUME

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Results-driven people and process manager with over 20 years of successful experience in for-profit and not-for profit arenas. Known for inspired, ethical leadership and direction consistent with an organization's mission. Key convenor of community stakeholders, utilizing diplomatic communication and collaboration methods that deliver.

PROFESSIONAL SUMMARY

Supplier Diversity Program Manager, PCL Construction **2022 - present**

Create and implement district-wide strategic plan to include the Colorado and regional Minority/Women and Disadvantaged (small) business community into large construction projects in a way that builds capacity in those companies and equity in our industry and our economy. Incorporate district strategic plan into existing company subcontracting model and systems, including training project and leadership staff on best practices, developing infrastructure to support achievement of plan metrics and milestones, communication strategies to government/public agencies and small businesses. Act as advocate for small businesses on projects, ensure their potential for success.

- Responsible for timely and accurate response to inquiries and reporting to various public agencies to demonstrate compliance with certification legislation and other requirements.
- Work with community groups to dismantle barriers to entry in public sector contracting through training, advocacy, communication and connection.

Senior Director of Partnerships, CareerWise Colorado **2019 - 2021**

Direct a team in an innovative national not-for-profit designed to build an ecosystem that bridges the gap between education and employment systems, resulting in equity in our economy, including traditionally underserved student populations. My team's goal is to engage employers and students to re-imagine the workforce of tomorrow by building and investing in it today.

- Establish strong relationships with Colorado employers to contribute to training their cohorts until they are viable, productive employees.
  **Grew employer engagement 21% over previous years, despite pandemic slow down. Improved signed contract rates by 39%, implemented new process for ensuring accurate completion.*
- Lead national and Colorado teams ED&I efforts including understanding and implementing internal policies to lead to greater hiring/promotion of people of color, celebrating ED&I in all its forms.
- Position equity building and diversity strategies (ED&I) for workforce development for Colorado companies, school districts, students and parents through a turnkey model of youth apprenticeship.
  **Implemented new Equity First strategy to achieve deeper penetration into underserved student communities and to help employers achieve ED&I initiatives.*
- Manage teams to demonstrate progress toward milestones through a thoughtful system of data collection and reporting using SalesForce database and other tools.
  **Achieved 12% increase in compliance to data protocols.*
  Built dashboard of key data points to better inform decision making and ensure better compliance to organizational metrics.
  **Achieved 0% turnover as compared to 41% organization wide.*
- Work with community and system stakeholder groups to uncover barriers for underserved students to meaningful employment with real career trajectory.
  **Revived largest school district relationship facilitating better partnership engagement*
- Develop and manage $1.4M budget annually, including compliance with donor restricted funds mandates.

- Work with counselor and parent groups to identify wrap around supports needed to support students of color to eliminate barriers to success.
- Host community presentations, present at conferences, board meetings and parent/student events to encourage engagement in apprenticeship.

President and CEO, ClientKeepersUSA **2017 – present**

National direct mail and digital marketing firm specializing in strategies enabling businesses to maintain consistent presence with their clients and prospects through automated delivery programs customized to their needs.

- Passive owner/investor (**no current day-to-day responsibility**) in national marketing company.

President and CEO, Hispanic Chamber of Commerce **2013 – 2016**

Leadership of Hispanic business membership organization and Leadership Foundation whose mission is to advocate for Hispanic business through programs, legislative/policy initiatives and strategic partnership with corporations. Separate Leadership Foundation providing leadership development programming to young professionals.

- Rebuilt credibility and integrity of Chamber brand through innovative and relevant civic and business community engagement.
  **Restored reputation of struggling non-profit to viable, formidable player*
- Empowered small businesses through training and business development strategies to compete for public sector projects and purchasing opportunities such DEN, City of Denver, Federal Government/GSA, etc.
- Provided training for small Historically Underutilized Businesses (HUB) to help them get certified in a variety of jurisdictions and inclusive programs such as SBA 8a, HUBZone, City of Denver MWBE, CDOT/USDOT, ACDBE, Supplier Diversity Council, as well as private sector corporate purchasing inclusion programs.
- Worked with each jurisdiction to help create and implement outreach strategies to attract HUB and MWBE/DBE companies to propose on projects.
- Provided training on internal compliance practices for reporting of progress toward each jurisdiction's goals and metrics to make HUB companies more effective in completion of their projects.
- Curated an effective Board of Directors to meet the organization's needs for leadership.
  **On-boarded, trained, off-boarded and navigated contributions, navigated compliance, governance and liability issues.*
- Convened and facilitated community stakeholder groups for policy discussions, contracting and purchasing opportunities, economic development projects as face of the organization.
- Strategic planning with 9 staff to create a vision that served a mission of economic development through the state's fastest growing demographic.
- Attracted corporate partnerships and ensuring value for their investments, opportunities/ programming for member businesses, by demonstrating authentic community leadership connections and creating a sustainable and relevant organization.
  **Achieved 4 new top tier investors in first 6 months-- unprecedented.*
- Fiscal responsibility for budget, including planning/approval with Board, managing financials and audits for $2.8M operating budget.
- Developed and delivered on key programs for capacity building, marketing, sales, HR policies, certified payroll as well as other learning and networking opportunities for small business members.
  **Increased participation by 44% collecting data on programs that were effective or weeding out poor performers.*

- Supervised Director of separate entity Hispanic Leadership Foundation including collaborating on programs and opportunities to encourage small business entrepreneurship among young hispanic professionals.

President and CEO, DRG Construction Corp. **1988 – 2011**

SBA 8a/ACDBE/MWBE/DBE certified commercial general construction corporation with $17M in annual revenue and 34 full time employees, serving public and private sector clients through effective project planning, budget management and operational excellence.

- Full P&L responsibility and demonstration of company as both an industry and community leader.
- Managed company civic engagement strategy through participation on key boards and commissions to support business friendly legislation, economic development and greater opportunity for certified small businesses.
- Obtained necessary HUB and small business certifications to compete for public sector projects.
- Managed staff to internal compliance through monthly reporting of certified/Davis Bacon wages, contract compliance, sub-contracted HUB goals and performance
- Created and managed $17M budget to meet financial needs and create future sustainability.
  **Grew revenue from $550k to $17M in 14 years.*
- Led marketing and business development functions to respond to RFP/RFP contracting. opportunities
- Engineered strategic partnerships with larger general contractors to provide scope of MWBE participation on projects, including outreach to assemble a team of 3rd tier certified companies.
- Led project managers and operations function assuring projects in each market sector were profitable and compliant with contractual obligations.
- Led oversight of financial and HR functions ensuring processes and programs were auditable, legally compliant and created a culture of excellence.
  **Improved employee morale and turnover by 60% through new team development, budgeting, forecasting and financial reporting mechanisms.*

Human Resources Team Leader, **Kaiser Foundation Health Plan of Colorado** **1997 - 1998**

National not-for profit health care delivery system offering a closed system of managed care to its members.

- Led human resources function for Executive Team including labor relations, strategic planning, team development and administration of disciplinary actions for exempt and union personnel.
- Counseled executive team on workforce development and employee management issues.
- Represented management in grievance hearings with labor union business representatives, negotiated severance and settlements with employees/unions.
- Managed national employee recruitment system.
  **Collaborated on new recruitment strategy netting 18% more applicants*

Human Resources Area Manager, University of Colorado at Denver **1986 - 1997**

Urban-based institution of higher education, part of four campus statewide system.

- Managed human resources function within administrative areas of campus system including Finance, Budget Office and Chancellor's Office.
- Administered State personnel system, including recruitment/selection, job evaluation/classification, employee relations and performance evaluations.

*Successfully retained 33 employee roles during state-wide system role re-evaluation.

- Represented Denver campus in development of system-wide benefits programs including self-insured health/dental, life and disability.

**Facilitated campus-wide transition from one commercial carrier to another.*

PAST AND PRESENT COMMUNITY ENGAGEMENT

- Governor's Appointments: Pinnacol Assurance Board of Directors (Chair), Civil Service Commission, State Personnel Board
- Mayor's Appointments: Denver Health and Hospital Authority Board, Denver Urban Renewal Authority Board, National Western Center Authority
- Community Boards and Service: Leadership Denver Alum Class of 2016, Casa de Paz Immigrant Center Board, Visit Denver Board, Denver Metro Chamber of Commerce Board (Chair, Small Business Resource Center), Gateway Battered Women's Shelter Board; Denver Hispanic Chamber of Commerce Board (Chair, Business and Economic Development), Alameda Business Improvement District (Chair), Cat Care Society Board

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EDUCATION AND CERTIFICATIONS

Master of Science (M.S.) - Leadership and Organizational Development, Regis University
Bachelor of Science (B.S.) - Human Resources Management, Regis University
Financial Success for Non-Profits (certificate), Cornell University

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AWARDS AND RECOGNITION

One Colorado, Ally Award 2015; Outstanding Women, Jefferson County, 2009; Outstanding Women in Business, Real Estate and Construction category, 2004; Forty Under 40, Denver Business Journal, 2003; Businesswoman of the Year, Denver Hispanic Chamber of Commerce, 2003; U.S.- Spain Young Leaders Program, Marshall Fellow, 2007