BOARDS AND COMMISSIONS APPLICATION

DENVER
THE MILE HIGH CITY

Please complete the following information in full and
return with your current resume or biography to the address below.

Type or print in blue or black ink.

Board or Commission you are applying for: Women's Commission

Last Name: Perez First Name: Rocio

Occupation/Employer: Inventiva Consulting, LLC

Work Address: 1515 Wynkoop St. Ste. 360 City: Denver Zip: 80202

Work E-mail Address: rocio@inventivaconsulting.com

Work Phone: 303.587.8367 Work/Home Fax:

Home Address: [redacted] City: [redacted] Zip: [redacted]

Home Phone: 303.587.8367 Cell Phone/ Pager:

Home E-mail Address: raperez1@ntomail.com

Are you a registered voter? Yes No If so, what county? Denver

Colorado ID or Driver's License Number: 94-176-0017

Denver City Council District No.: 10 Ethnicity Hispanic

Highest Level of Education or Degree Earned: Dual Masters Year Completed: 20

Memberships/ Organizations/ Volunteer Activities (include past or present):

National Society of Hispanic MBAs; The Greater San Diego Business Association; Hispanic Chamber of Commerce (CO and CA);
National Association Hispanic Real Estate Professionals (CO and CA); Latino Boulder County Chamber of Commerce;
Early Care and Education Council of Boulder County; Latino Early Childhood Education Task Force; and National Assoc. for the Education of Young Children

References (List three persons, not related to you, whom you have known at least one year):

Name	Address	Phone Number
Billie Bramhall	1590 Little Raven St, Denver, CO 80202	303.534.2272
Steve Weichert	2260 S. Monroe, Denver, CO 80210	303.829.9495
Jose Betete	323 Main St., Longmont, CO 80501	202.423.7060

Special Information:
Is there anything that would adversely affect public confidence in your appointment or service? Yes No
If yes, please explain on a separate sheet of paper.

12/19/16

Signature **Date**

Return Completed Form to:
Anthony R. Aragon, Director of Boards and Commissions
1437 Bannock Street, Room 350
Denver, CO 80202 Phone: (720) 865-9032 Fax: (720) 865-8787
anthony.aragon@denvergov.org

ROCIO ALICIA PEREZ

[redacted] | O (303) 587-8367 | E rocio@inventivaconsulting.com | W inventivaconsulting.com

MARKETING STRATEGIST AND LECTURER

Dynamic bilingual serial entrepreneur with over 20 years marketing and business expertise in spearheading and developing innovative strategies, while keeping the broader community in mind; guiding companies into new markets; delivering customized (online and in-person) corporate, nonprofit and small business trainings, workshops and educational curriculums; developing and cultivating local, national and international networks.

KEY EXPERIENCE AND ATTRIBUTES

- Innovative strategist
- Results-focused leader
- Corporate trainer
- Curriculum developer
- Executive business mentor
- Media relations
- US Hispanic market
- Team and relationship builder
- Marketing strategist
- Expert business consultant
- International speaker and presenter Native Spanish speaker

PROFESSIONAL EXPERIENCE

INVENTIVA CONSULTING, LLC, Denver, CO — February 2014 – Present
President & CEO

- Inventiva Consulting, LLC (Inventiva) is a transformational inspirational leadership company that "accelerates inspired leaders" through leadership development, marketing and business strategies. We show leaders strategic easy step-by-step systems that help them achieve the results they are seeking with less effort and in the shortest amount of time possible. In addition, Spanish and English translation, interpretation services, business consulting services, web development and computer programming services.
- **Oversee:** Leadership development, facilitation, professional development trainings, masterminds and diversity & inclusion programs.
- **Develop:** comprehensive hybrid strategic plans and plans of action, technical assistance, planning & guidance, sustainable comprehensive business strategies.
- **Consult and Develop:** Brands, conduct marketing analysis, advertising campaigns, PR, strategic messaging, web design & development, social media campaigns, digital and traditional marketing campaigns.
- **Current and Past Clients:** New Peaks, University of Wisconsin, Powerizer, FHF Construction, Fresh Start, Latino Chamber of Commerce of Boulder County,

DEFINITIVE MARKETING, LLC, San Diego, CA & Denver, CO — January 2007 – February 2014
Marketing and Business Consultant

- Oversaw all traditional, social, and online marketing communications and public relations
- Identified prospective clients, developed and maintained relationships with new and existing clientele
- Built awareness campaigns, coordinated and supervised vendors and contractors
- Responded to media inquires, developed and cultivated media networks and provided public relations expertise
- Delivered customized presentations, trainings, and workshops
- *Public Sector Clients*: University of Colorado: College of Architecture and Planning- Healthy Corner Stores Initiative (Westwood); Denver Public Health — Healthy Corner Stores Initiative (West Denver); Mayor's Office of Education and Children; Colorado Statewide Parent Coalition; Fresh Start; Colorado Action for Healthy Kids
- *Private Sector Clients:* Institute for Cultural Affairs; Clear Choice Antifreeze; White Magic Cleaning Services; Down To Earth Media; Englob; Lucha Libre; El Mundo Feliz

JVA CONSULTING, LLC Denver, CO — February 2008 – October 2008
Planning and Consulting Associate

- As a part of a larger team, developed projects and marketing communication strategies, including market research, strategic planning and facilitation. Lead comprehensive strategic, marketing and business plans.
- Clients: Denver Indian Center (DIC), Denver Center for International Studies (DCIS), Colorado African Organization (CAO), Larimer County Department of Health and Environment, Community Health Services (LCDHE-CHS), Broomfield Health and Human Service and Colorado Association of Public Health Officials (CALPHO)

COLORADO STATEWIDE PARENT COALITION (CSPC), Denver, CO — November 2004 – February 2008
Program Manager

- Spearheaded website design and development for the organization. Designed and implemented numerous educational projects including a five-year Latino School Readiness grant program. Presented project outcomes on a local and national level (educators, public school teachers, principals and superintendents and other school executives)
- Jointly guided a five-year $2.5 million dollar federal grant
- Prepared comprehensive interim and annual reports for funders
- Developed individualized programming for school districts statewide. Identified potential implementation barriers and address target population needs
- Developed marketing materials for programs, presentations and conferences

OFFICE DEPOT, Boulder, CO — October 2000 – September 2001
Assistant Store Manager

- Member of the Executive Management Team reporting directly to the District Manager
  Administered $8.5 - $10 million dollars in yearly revenues. Oversaw day-to-day operations and profitability of retail operations
- Led a team of 30 plus, which included managers and associates
- Identified and developed future leaders
- Responded to corporate and customer requests and concerns

CURRICULUM AND ACADEMIC RESEARCH EXPERIENCE (co-authored)

Metropolitan State University of Denver, *Ethniche, and Definitive Marketing* — 2012

- **International Journal of Social Health Information Management (IJSHIM)** *"Multicultural Marketing and Consumer Well- Being in Underserved Hispanic Neighborhoods"* (Ruth Chavez, Madison Holloway and Rocio Perez)

Colorado Action for Healthy Kids ® — 2007

- Parents are the Power! Tool Kit for Creating Change, Denver, CO

Colorado Statewide Parent Coalition — 2006

- Constructing Academic Success and Achievement

MEDIA EXPERIENCE — 2002 – Present

- **TV:** Univisión 50: Nutrition Links, Raising Awareness of lead Hazards and News 4 – Food Deserts
- **Print:** Food Desert & Seatbelt Safety Awareness Campaigns
- **Radio & Online:** Healthy Corner Stores Initiative and Spirituality and It's People Campaigns
- **Videos:** New Roots In Common Ground; Investing in our future – Denver's Great Kids Head Start

EDUCATION

University of Colorado, Denver, CO — December 2012
Graduate Certificate in Entrepreneurship - with a specialization in International Business

Regis University, Denver, CO — May 2007
Dual Masters in Business Administration and International Business and Marketing

University of Colorado, Denver, CO — December 2000
Bachelor of Science in Business Administration with a major in International Business

CONTINUED EDUCATION AND TRAINING

- Sales Explosion *(Frontier Trainings)* — 2016
- Train The Trainer *(Peak Potentials)* — 2013, 2015
- Mentor *(Peak Potentials)* — 2015
- Coaching *(Peak Potentials)* — 2015
- NLP *(Peak Potentials)* — 2015
- Ultimate Leadership Training, *(Peak Potentials)* — 2014
- Supreme Influence (Niurka) — 2013
- Three-Step Process: Train The Trainer, *(Colorado Statewide Parent Coalition)* — 2005
- Group Facilitation Methods, Institute of Cultural Affairs *(ICA Denver)* — 2004

CONTUNUED EDUCATION AND TRAINING

- Spanish-Speaking Group Facilitation Methods, Institute of Cultural Affairs *(ICA Denver)* — 2004
- Participatory Strategic Planning, Institute of Cultural Affairs *(ICA Denver)* — 2004
- Project Management *(City and County of Denver)* — 2004
- Facilitator Training *(The Latin America Research and Service Agency – LARASA)* — 2002
- Manager in Training *(Office Depot)* — 2000
- Mortgage Banking Training I *(Pulte Mortgage Corporation)* — 1999

AWARDS AND DISTINCTIONS

- *Nominated for the Latinos Making A Difference Award* – San Diego Magazine — 2013
- *Service Award* – Early Care and Education Council of Boulder County — 2005
- *Diversity Award* – City of Denver — 2004
- *Certificate of Appreciation* – Día de La Mujer Latina — 2003

LEADERSHIP & COMMUNITY INVOLVEMENT

- **Greater San Diego Business Association** – Membership Committee — 2012
- **Latino Boulder County Chamber of Commerce** – Board of Directors – Marketing Expert — 2010 – 2012
- **Early Care and Education Council of Boulder County** – Steering Committee — 2005 – 2007
- **National Assoc. for the Education of Young Children** and the John S. and James L. Knight Foundation School Readiness Committee — 2005 – 2007
- **Latino Early Childhood Education Task Force** (LEChE) – Committee Consultant & Member — 2010
- **National Society of Hispanic MBAs (NSHMBA) – Executive Member** — **2007 – 2014**
  - **President**, San Diego Chapter Board of Directors — 2013 – 2014
  - **Vice President of External Relations**, San Diego Chapter Board of Directors — 2012 – 2013
  - **Member**, Denver Chapter — 2004 – 2012

Language Skills: Fully Bilingual: Spanish/English, **Computer Skills:** Word, Excel, Power Point, and Outlook