

EDUCATION

Cornell University, College of Architecture, Art, and Planning, Ithaca, New York
Bachelors of Science in Urban and Regional Planning
Minor in Latin American Studies

January 2011

University of Texas at San Antonio, College of Public Policy, San Antonio, Texas
Nonprofit Management Training, Professional Development Institute

March 2014

RELEVANT EXPERIENCE

City of Napa, Economic Development Division Napa, California
Senior Development Specialist

September 2019 – Present

Shape and implement economic development strategies, including workforce development, economic diversification, small business financial and technical assistance, business retention and attraction, and placemaking programming for the City of Napa • Seek, shepherd, liaise, and lead cross-sector collaborations and linkages among stakeholder groups • Manage Economic Development Division Budget • Manage and lead the City of Napa's Small Business programs, including CDBG grants programs • Build internal and external partnerships and methods to create healthy business ecosystem, including with the Workforce Alliance of the North Bay and the Small Business Development Center • Present economic development related updates to City Council • Coordinate and partner with other City departments on complex projects • Manage the City of Napa's Tourism Improvement District (TID) and Property Business Improvement District (PBID) • Negotiate and manage contracts • Liaise with local non-profit partners, small business stakeholder groups, local leaders to address high level opportunities and concerns of the business community • Shape and lead the City of Napa's Equity Initiative • Co-project lead for the City of Napa's National League of Cities initiative together with the City of Napa's Housing and Planning Divisions

Excelsior Action Group (EAG) San Francisco, California
Executive Director

June 2014 – August 2019

Led, shaped, and directed implementation of overall organizational mission together with EAG Board of Directors • Oversaw, directed, and implemented Mayor's Office of Economic and Workforce Development (OEWD) Invest in Neighborhoods program work in the Excelsior, Outer Mission, and Lakeview Commercial Corridors • Mobilized and sustained partnerships with a wide spectrum of state, city, and non-profit agencies, including: LISC, D11 Supervisor's Office, SFMTA, San Francisco Public Works, Walk SF, SF Planning, Mayor's Office of Housing and Community Development (MOHCD), SFPD, City Attorney's Office, District Attorney's Office, and OEWD • Worked with moderate to low-income small business owners to promote sustainable practices • Project managed small to large scale community-led capital improvement projects • Engaged property owners in attracting community-serving businesses to commercial corridors • Advocated and worked with local non-profit partners to bring pressing resources for the communities we served respectively • Designed and implemented merchant community outreach and engagement strategies for EAG and city partner projects • Partnered with SFMTA and transit advocates on Mission Corridor Walk Audits and Mission/Geneva Safety Project • Acted as public facing representative • Identified and secured funding partners • Developed and evaluated programs • Managed financial health of organization and fundraised for sustainability of key programs

Recognitions received under leadership

Kenny Alley-Best Community Challenge Grant Project (SF Neighborhood Empowerment Network, 2017) • Kenny Alley-Activation Award (SF Beautiful, 2017) • Excelsior Action Group-Activation Award (SF Beautiful, 2015) • Excelsior: Comeback Neighborhood of the Year (Neighborhood Empowerment Network, 2015) • Excelsior: The Curbed Cup Neighborhood of the Year (Curbed San Francisco, 2014)

The Mission Asset Fund (MAF) San Francisco, California
Program Manager

May 2013 – June 2014

Supported low-income and immigrant families on building assets and promoting equitable access to US financial systems • Developed performance metrics and program evaluations • Recruited, vetted, coached, and supported national non-profit partners on their successful implementation of the Lending Circles program. Partner agencies included: SF LGBTQ Center, Family Independence Initiative (Oakland and Boston Offices), Latino Economic Development Center (Minneapolis and Washington DC), AnewAmerica (Oakland), Comunidades Latinas Unidas en Servicio (CLUES-Minneapolis), Financial Guidance Center (Las Vegas), NEWSED Community Development Corporation (Denver), and Catalyst (Miami) • Developed and managed partner agreements • Led and designed pilot SMS Financial Education Platform in order to make financial coaching more accessible to clients • Managed Financial Education Program, which included teaching Financial Education Classes in both Spanish and English, working with contractors to design and launch online Financial Education platform, and working with contractors to develop SMS (text) financial education tool • Managed local Lending Circles for Citizenship program, a program geared towards providing a low-cost peer-lending loan that financed the application cost for US Citizenship applications • Managed portfolio of up to 60 San Francisco Lending Circles Program participants • Referred clients to partners with programs that tackled a variety of barriers for financial independence: low-cost checking and savings accounts, domestic violence counseling, immigration status, legal support, and other needs • Represented the MAF at events, commit-

tees, and functions such as the Ford Foundation Conference, Federal Reserve of San Francisco Conference, and as Member of the Univision Consumer Protection Committee

SEIU-United Healthcare Workers West (SEIU-UHW) San Francisco, CA September 2012 – November 2012

Political Department Temp

Conducted voter data processing in reference to the Obama for America 2012 Presidential Campaign, Proposition 30, Proposition 32, and additional local legislative measures • Assisted in the organization of local, state, and national political outreach efforts and events • Processed data on internal and external databases • Distributed newsletters and campaign material

Land-use Analyst New York, New York August 2010 – December 2010

NYCEDC/Department of City and Regional Planning, Cornell University

Recruited by the New York City's Economic Development Corporation (NYCEDC) to work on the Atlantic Basin Revitalization Project • Created a community-based waterfront plan for the local community and government, New York City's Port Authority, and the NYCEDC • Outlined and implemented strategic stakeholder outreach efforts for community-based plan • Led transit research committee • Designed GIS maps incorporating recommendations and commercial corridor improvements highlighting public transit demand and availability gaps • Presented work to Cornell University's Dean and Department of the College of Architecture, Art, and Planning

San Mateo County Transit District (SamTrans) San Carlos, California June 2008 – August 2008

Strategic Development Intern

Collaborated on strategic development efforts for the Grand Boulevard Initiative (GBI), an initiative to create Transit Oriented Development (TOD) along the El Camino Real Corridor • Created online platform to troubleshoot land-use barriers encountered by stakeholders and city officials for 19 different Bay Area cities in both San Mateo and Santa Clara Counties • Coordinated with the County of San Mateo Health Department and multiple transit agencies to create transit and health indicators for the El Camino Real Corridor Project Development Progress Report

Fundación Puente de la Solidaridad Cochabamba, Bolivia June 2007 – August 2007

International Fair Trade Consultant

Trained women-led textile cooperatives to comply with Fair Trade Labor Standards and launch their businesses globally • Liaised between Bolivia office and Chicago office • Led and organized meetings in Spanish with cooperative leaders in connection with the implementation of Free Trade Labor Standards • Translated labor standards and Fair Trade agreements into Spanish for wide distribution amongst cooperative members • Interviewed cooperative leaders and workers • Documented cooperative business practices for structural obstacles in labor compliance efforts

LEADERSHIP and NETWORKS

Chicano Latino Caucus, Sacramento, California November 2020 – Present

Vice-Chair of Region 1 - Northern California Bay Area

The Chicano Latino Caucus is the largest Latinx Democratic Party organization in the nation.

Napa County Hispanic Chamber of Commerce, Napa, California February 2021 – Present

Board Member

The NCHCC is devoted to the economic advancement of the Napa County Latinx population's business community and facilitating business, social, educational, and government relationships.

Napa Valley Community Foundation, Napa, California January 2021 – Present

Scholarship Committee Member

A program dedicated to bridging the gap for high school students, teachers, veterans, college students, and music students seeking higher education.

Chief Scott's Latino Community Advisory Forum, San Francisco, California May 2019 – September 2019

Member

The San Francisco Police Department's advisory forum to address issues of concern of San Francisco's Latinx community.

SFMTA Small Business Working Group, San Francisco, California January 2017 – September 2019

Member

Working Group organized by San Francisco Municipal Transit Agency (SFMTA) on January 2017 of select small business representatives to work in partnership with SFMTA to ensure meaningful outreach and engagement on SFMTA projects and policies initiatives.

Excelsior Works!, San Francisco, California January 2016 – September 2019

Steering Committee Member

A multilingual workforce development agency that provides culturally competent services to address workforce disparities.

Excelsior Collaborative (EC), San Francisco, California May 2015 – September 2019

Steering Committee Member

A collective made up of 25 community based organizations providing support to residents, students, and people receiving services in San Francisco's 11th Supervisorial District. As a grantor, the EC awards and administers over \$50,000 of community grants – Community Action Grants. Steering Committee members are charged with managing the financial health of the collaborative in partnership

with its fiscal sponsor, advocating with City officials for the EC's strategic goals, and organizing agendas and facilitating the EC's monthly meetings.

National Association of Latino Community Asset Builders (NALCAB), San Antonio, Texas March 2014 – November 2014
Fellow

A competitive national program developed to ensure that the next generation Latinx leaders build the practical, personal and professional skills needed to fill the increasing leadership gap in the community economic development field. The 9-month fellowship takes a deep dive on economic development policy and advocacy, asset-building program innovation, equitable neighborhood development, and nonprofit management. In addition to this, fellows are taken to site visits throughout different US cities for in-depth emersion into best practices in the asset-building field.

Univision Consumer Protection Group (UCPG) San Francisco, California June 2013 – June 2014
Member

The Univision Consumer Protection Group was an initiative led by the Univision (Bay Area, Channel 14) Network to create segments and financial counseling services to the Bay Areas Latinx viewers around asset building and consumer protection laws. The group was made up of nonprofit leaders within the Bay Area. As a member my contributions included, pitching ideas for segments to air during the news hour, appearing during news segments to inform viewers on key financial services, and act as an advisor during financial counseling call-in hours.

San Francisco Family Support Network (SFFSN) San Francisco, California June 2013 – June 2014
Coordinating Council (CC) Member

The mission of the San Francisco Family Support Network is to work collectively to achieve quality programs, coordination of resources, and policies that support all San Francisco families. Coordinating Council members were charged with collaborating and providing oversight on decisions pertaining to issues, policies, and activities affecting families in San Francisco. In addition to this, CC members provided input for the development of SFFSN work plans and objectives.

AWARDS, PUBLICATIONS, and SPEAKING ENGAGEMENTS

California Legislature Assembly Certificate of Recognition - Assemblymember David Chiu August 2019

Recognition for leadership and distinguished work and efforts to support small business owners, commitment to District 11, and the greater San Francisco.

Community Impact Award August 2019

Recognition for unwavering support of San Francisco District 11's merchants and residents.

D11 Democratic Club 2019 Community Leader Awardee June 2019

Recognition for advocacy in support of D11's residents and businesses.

American Planning Association, National Planning Conference 2019, San Francisco, CA April 2019

Presenter, Mobile Workshop, "Ever Upward: Outer San Francisco"

D11 Budget Town Hall April 2019

Facilitator

Excelsior Safety Town Hall August 2018

Organizer and Panelist together with representatives from OEWD, SFPD, D11 Supervisor Office, Planning Department, SFMTA, Fix-It Program

Excelsior Outer Mission Neighborhood Strategy, San Francisco, CA December 2018

Co-author, together with staff from OEWD and SF Planning Department

Univision 14 KDTV, San Francisco, CA August 2013

Presenter, Segment "Consumidor al día: Préstamos a los Dreamers"

SKILLS

Community Organizing • Culturally Competent Community Engagement • Coalition Building • Consensus Builder • Fluent in Spanish (Written and Spoken) • Legistar (Granicus) • TrakIt • Civic Plus • ArcGIS • Salesforce • Microsoft Office • Adobe Photoshop and In-Design