



## EXECUTIVE PROFILE

A dedicated, well-organized management professional with 35+ years of proven leadership abilities and diverse background in change management, employee engagement and program/project management while working collaboratively at all levels. Fluent in Spanish with excellent communications and problem solving skills with the ability to execute, and resolve difficult situations under adverse conditions. Detail-oriented forward thinker that thrives in an ever-changing environment. Specific areas of expertise include:

- Leadership
- Program Management
- Project Management
- Grants Management
- Organizational Skills
- Teambuilding
- Communications
- Change Management
- Community Relations
- Detail-oriented
- Process-oriented
- Diversity & Inclusion
- Problem Solving
- Administration
- Business Development
- Decision-making
- Execution
- Facilitation
- Strategic Planning
- Customer Service
- Marketing
- Results-focused
- Public Speaking
- Training/Development

## PROFESSIONAL EXPERIENCE

### **CITY OF JACKSONVILLE – JACKSONVILLE, FL**

**2023 – PRESENT**

#### Acting Chief/Grants Administrator/Assistant to Appointed Official

- Oversee the City's grant program in accordance with local ordinances and federal regulations.
- Execute, monitor, track and report on incoming and outgoing local, federal and state grants.
- Provided executive level support to the Chief Financial Officer.

### **MARIWORX/CELEBRATE LLC – JACKSONVILLE, FL**

**2013 – 2023**

#### Business Owner/Operator

- Virtual Administrator, consulting, training, facilitation, corporate/private events and public speaking.
- Responsible for all sales & marketing, event coordination, facilitation, training, strategic planning, business development, financial management, fiscal accountability and day-to-day management.

### **FIRST COAST HISPANIC CHAMBER – JACKSONVILLE, FL**

**2014 – 2016**

#### President & Operations Manager

- Senior level direction, leadership and oversight of administrative, financial and operational functions for two non-profit organizations.
- Responsible for the development and implementation of a grants program, educational program, fundraising and community outreach efforts in alignment with strategic priorities.
- Trusted advisor to the Board of Directors.
- Develop and implement long-term strategic plans.

## **FLORIDA BLUE – JACKSONVILLE, FLORIDA**

**2007 – 2016**

### Portfolio/Project Lead - Medical Cost Management (2009 – Present)

Provide leadership and oversight on projects in support of organizational goals that have achieved over \$6.5 billion in Medical Cost Management savings to date.

- Create and manage a multi-million-dollar portfolio by generating ideas, addressing barriers and collaborating with business partners to execute.
- Effectively research, develop solutions and manage resources to achieve project deliverables.
- Supported cultural competence strategy as Chair of an Employee Resource Group Board.
- Served three years on the Diversity Business Council to drive diversity and cultural competence.
- Successfully completed Corporate Leadership Development Program for high potential/high performers.

### Business and Employee Marketing Manager\* (2011 – 2012)

\*Leadership Rotational Assignment

Implementation of the corporate brand strategy, both internally and externally, through employee engagement, community outreach and small/mid-sized group business development.

- Identified cost savings and reduced budget needs by 15%; successfully managed allocated budget.
- Successfully developed and implemented a \$1M cross functional strategy to reach business decision makers in collaboration with Local Presence which generated over 18M+ impressions.
- Effectively executed on multiple corporate events for employee engagement.
- Launched and served as Editor-in-Chief of the JOURNEY newsletter as a tool to keep internal business partners informed to foster collaboration, integration and leverage marketing efforts across the organization.
- Instrumental in the successful execution of BCBSF's first Supplier Diversity Conference.
- Initiated efforts to create a corporate mascot, engaged stakeholders to gain support and identify funding which was approved and is on track for completion.
- Served on Corporate Communications Advisory Team.
- Served as integrator with Local Presence and Corporate Communications.
- Received Blue Xcellence award for brand refresh work.
- Served 3 years on Employee Resource Group where I effectively chaired the Board and successfully led cross-functional efforts to develop a 3-year strategic and tactical plan.
- Served as formal mentor in the Corporate Mentoring Program as well as gen-Y's mentoring program.

### Manager, Continuous Improvement & Process Management\* – Multi-State Strategic Accounts (2009)

Provided leadership and oversight on projects, continuous improvement and process management for the National Strategic Accounts, State Accounts Operations and Federal Employee Program functions.

- Implemented LEAN continuous improvement methodology throughout the MSSA organization.
- Supported issue management needs to ensure timely resolution and communication to stakeholders.
- Established a consistent mechanism to track projects and ideas within MSSA (idea pipeline).
- Project management, reporting and communications.
- Supported cultural competence strategy as active member of an Employee Resource Group Board and Diversity Business Council.

## Operations Manager – Overpayment Recovery Unit (2007 – 2009)

Day-to-day management of operational and process improvement functions within Overpayment Recovery.

- Established Business Process Management (BPM) metrics and successfully served as process owner for Post Settlement Recovery process. Achieved Six Sigma Red Belt Certification.
- Led efforts to execute a collection strategy that resolved \$21M against a baseline of \$33M within two months.
- Led major recovery effort that impacted 6,560 providers representing 41,678 duplicate overpayments totaling \$6M and achieved 93.6% recovery against goal of 90%.
- Successfully served as Implementation Lead for two Rapid Process Improvements achieving 81% and 87% completion/closure of solutions.
- Successfully led cross-functional team to solve escalated provider issue of refunds being returned and reduced instances by 99.9%.
- Established focus groups to address barriers and generate ideas through which over 100 issues were resolved.
- Established process for handling escalated issues and special requests.
- Supported cultural competence strategy as an active member of an Employee Resource Group Board and Diversity Business Council.

## **JACKSONVILLE AVIATION/PORT AUTHORITY – JACKSONVILLE, FLORIDA**

**1989 – 2006**

### Chief Operating Officer (2005 – 2006)

Senior level direction and oversight of operational functions including operations of four airports, building and facilities, public safety and security, business/air trade development, planning, engineering and Disadvantaged Business Enterprise (DBE) Program.

- Successfully developed an integrated coordination center and achieved buy-in and support from all stakeholders. This coordination center is an innovative approach to integrating airport operations to ensure a smooth and seamless coordination of all airport resources thereby reducing costs, improving safety & security and increasing effectiveness and efficiency.
- Oversee the acquisition of, and compliance with, federal (FAA), state (FDOT) and local (COJ) funding sources and grant opportunities.
- Achieved greater efficiency and cost reductions including a re-alignment at a cost savings of over 20% and reduction in over-time by 60%.
- Effectively led the operational and security efforts of raised threat levels in a manner that maintained high customer satisfaction levels without compromising the safety and security of our passengers.
- Improved customer services such as a Courtesy Waiting Lot, an automated credit card in/out system and a free wireless network at Jacksonville International Airport.

### Chief Administrative Officer/Chief of Staff (2002 – 2005)

Senior level direction and oversight of the administrative functions of Information Technology, Procurement, Customer Service, Human Resources, Training & Development, Public/Media Relations and Government Affairs.

- Served as liaison for the 2005 Super Bowl ensuring the Authority's success with hosting the event by successfully overseeing the media relations, customer service and volunteer aspects. Established a Customer Service training program resulting in the airport system exceeding all expectations.
- Successfully served as Chief Ethics and Compliance Officer as well as interim Chief Financial Officer.
- Transitioned the organization to a performance management system based on pay-for-performance.
- Developed/implemented a comprehensive training, development & process improvement program.
- Converted the Authority's IT Infrastructure to an Oracle-based system twelve months early and under budget which was selected by IBM as a national case study for implementation of IT systems.
- Worked to research and secure grant funding opportunities for key projects and programs.

- Established a centralized Procurement function that ensured the timely procurement of the best goods and services at the lowest cost while maintaining controls.
- Interpreted federal, state and local regulations, as required.
- Successfully led a comprehensive review of all Standard Operating Procedures.
- Successfully led bottom-up approach to develop and implement a Strategic Business Plan.
- Appointed by the Board and successfully facilitated the transition from a bi-modal Port Authority into two separate Authorities by overseeing the details of all initiatives which resulted in a smooth and seamless transition. Served on a Peer Review Task Force assisting San Diego Airport.
- Established a Small Business Enterprise (SBE) Program that is race and gender neutral to expand procurement opportunities to small businesses in the local market area.
- Led efforts to increase the diversity of the employee make-up which earned an award and public recognition from Jacksonville Urban League as Equal Opportunity Employer by ensuring that diversity exists at all levels.
- Provided leadership and direction to the reward and recognition initiative that developed and implemented a Reward & Recognition program and Wellness Program.

## *Director, Customer Service (2000 – 2002)*

Created, directed and oversaw the Human Resource, Training and Development, Public/Media/Government Affairs and Customer Service functions.

- Successfully developed and implemented an award-winning Customer Service Strategic Plan and facilitated a culture shift to a customer-centered organization.
- Effectively served as acting Airport Director during the events of 9-11 where I successfully led the organization through this disaster by keeping the Board and stakeholders informed, overseeing the successful processing of multiple diversions and the smooth evacuation of the airport terminal in accordance with national mandate. JIA was one of the first airports to re-open.
- Created and established from the ground up the functions of Human Resources, Training & Development, Public/Media Relations, Government Affairs and Customer Service.
- Successfully led bottom-up approach to develop and implement Strategic Business Plans.
- Developed and managed an International Aviation Exchange Program.
- Successfully facilitated the creation of a strategic Transition Business Plan which was adopted as the overall plan in the separation of a bi-modal Port Authority into two separate Authorities.
- Developed internal/external newsletters and served as Senior Editor with a cross-functional team.

## *Aviation Marketing (1998 – 2000)*

Provided senior level customer service and marketing support.

## *Corporate Secretary/Chief of Staff (1991 – 1998)*

Managed the office of the President/CEO and the affairs of the Board of Directors while working closely with the public and top-level decision-making officials.

## *Port Marketing (1989 – 1991)*

International marketing and customer relations.

**Professional Experience Prior to 1989:**

**LIZ CLAIBORNE, INC.,** *Quality Assurance/Management* – Union Liaison

**SYSTEMS, INC.,** *Customer Service Representative*

**EDUCATION**

**Master of Business Administration**

Concordia University – Montreal, Canada

**Bachelor of Arts, Business Administration**

University of North Florida – Jacksonville, FL

**Associate of Arts, Management & Marketing**

Florida State College – Jacksonville, FL

**Distinguished Toastmaster**

Toastmasters International – Englewood, CO

**Disney's Approach to Customer Experience**

Disney Institute – Lake Buena Vista, FL

**Ministry Formation Certification**

Diocese of St. Augustine – St. Johns, FL

**MEMBERSHIPS AND AFFILIATIONS**

**First Coast Hispanic Chamber of Commerce** (Past President, Member)

**PACE Center for Girls Jacksonville** (Past Chair; Grant review and oversight)

**Jacksonville Urban League** (Past Chair)

**Jacksonville Women's Network** (Past President)

**Toastmasters International** (Distinguished Toastmaster, Vice President, Mentor/Coach)

**Women Business Owners** (Past Administrator)

**Leadership Jacksonville** (Graduate Class of 2004)

**Girl Scouts of Gateway Council** (Served on Board Development Committee)

**Holy Spirit Catholic Church Stewardship Council** (Council Secretary)

**AWARDS AND RECOGNITION**

**Distinguished Toastmaster and Speech Contests Winner** (Toastmasters)

**Florida Blue Xcellence Award** (Brand Refresh)

**Hispanics Achieving Community Excellence Award**

**Heart of Gold Award** (Volunteer Jacksonville)

**U.S. President's Volunteer Service Award**

**Community Leader** (Community Connections)

**Up and Comer** (Jacksonville Business Journal)

**Jacksonville Urban League** (Equal Opportunity Employer)

**Airport with Best Customer Service Airport-wide** (Airport Revenue News)

**Certificate of Achievement for Excellence in Financial Reporting** (Government Finance Officers Association)