

# LUIS GUILLERMO BENITEZ

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## PRESIDENT | IMPACT OFFICER

*Visionary Executive Delivering Results to Drive Sustainable Growth and Organizational Enhancements through Leadership, Collaboration, and Innovative Solutions*

Versatile leader with experience across private, government, and NGO sectors, with proven track record of galvanizing action towards defining an organization's impact, both locally and globally. Excel at designing and implementing strategies that drive business and community growth through public and private partnerships in highly regulatory environments.

Talent for developing teams and creating organizationally driven high performance culture, enabling people to contribute and grow. Analyze and anticipate trends, metric development, and manage change to deliver imperative results.

Areas of Expertise:

- Policy, Public Affairs & Diplomacy
- Strategic Communication
- NGO Strategic Leadership
- Organizational Development
- ESG Transformation
- Governance
- Key Partnerships Facilitator
- Change Management
- Build & Lead High Performance Teams

## PROFESSIONAL EXPERIENCE

**THE TRUST FOR PUBLIC LAND**, San Francisco, CA

**Current**

### Chief Impact Officer

Responsible for strategically positioning Trust for Public Land at the state and federal levels to maximize our nationwide impact and ensure our work is embraced as essential to solving some of the biggest challenges facing the country.

- Harness the power of TPL's work connecting people to the outdoors to drive improvements nationally in public health, equitable access to the outdoors, and climate policy-based initiatives while centering on TPL's commitment to communities.
- Oversight for all Marketing and Communications, memberships, the Land and People Lab, and Government / Public Affairs

**THE VF CORPORATION**, Denver, CO

**2019 – 2023**

### VP for Global Impact and Government Affairs

Oversaw creation and leadership of global function for Fortune 500, \$11B holding company with 35K associates worldwide in support of a portfolio of 13 iconic outdoor apparel and footwear brands.

- Shaped global policy and messaging, focusing on worker / human rights, supply chain, sustainability, and ESG initiatives.
- Designed and built a global team (NA, LATAM, EMEA, APAC) from inception to implementation strategy.
- Executive sponsor for ACE Diversity, a DEI centric division which allowed VF to attract and retain racially diverse talent, connect members to build an inclusive community, and engage employees with cultural experiences and open dialogue.
- Led regional government affairs and public affairs agencies for EMEA, APAC, LATAM and NA, resulting in ESG overwatch for over 120 countries.

### President of the VF Foundation

Restructured and launched a \$10M annual philanthropic giving division of VF Corp focused on equitable access to the outdoors and education regarding climate and ESG evolution while emphasizing freedom of expression.

- Managed Foundation's ESG driven investment portfolio in excess of \$40M.
- Created and led foundation board of directors, providing governance and leadership for annual giving protocols.
- Oversaw corporate global disaster relief funding, and crisis communications leveraging \$8M in funding over 4 years.
- Created public affairs strategy for the Foundation, resulting in creation of foundations annual Impact Report.

**STATE OF COLORADO**, Denver, CO**2015 – 2019****Director for the Office of Outdoor Recreation Industry**

Created and led new state government function providing oversight to outdoor recreation industry. Cultivated and galvanized \$62.5B economic contribution and 511K direct Colorado jobs. Led national growth strategy for ORec Industry offices.

- Partnered with Office of the Governor at cabinet level, delivering on shared policy agendas in economic development, conservation and stewardship, education and workforce development, and public health.
- Developed national mandate and communication strategy while shaping operating guidance for ORec Industry offices via the Confluence Accords, serving as roadmap for new states creating ORec offices.
- Created and led statewide ORec Industry advisory council and national advisory committee, sharing of best practices and support for creating outdoor equity funds in 3 states.
- Partnering to lead the initiative to create a Federal Outdoor Recreation Industry office.

**ENDEAVOR CONSULTING**, Eagle, CO**2009 – 2015****Founder and Principal**

Industry leader in motivational speaking and strategic leadership development and public affairs focusing on personal experiences from leading international mountaineering expeditions around the world, including being a 6x Mt. Everest summiteer.

- Spearheaded as consultant experiential leadership and organizational development for Fortune 500 companies, resulting in improved team dynamics, employee retention, and EBITDA growth.
- Adjunct professor for global MBA programs, creating case studies for value of experiential leadership development.

**TOWN OF EAGLE, COLORADO**, Eagle, CO**2013 – 2015****Councilman**

Elected position. Oversaw Planning and Zoning Commission. Stewardship and management of town budget and town marketing. Oversaw town personnel, including police and fire districts. Collaborative focus on strategic vision and direction, creating 30 miles of new trails and a whitewater park. YOY tax growth due to focused investments in main street revitalization and outdoor recreation.

**THE WHARTON SCHOOL OF BUSINESS**, Philadelphia, PA**2004 – 2015****Program Development Officer**

Designed and implemented curriculum for MBA Ventures Program. Led program development projects in EMEA and LATAM.

- Developed experiential decision matrix tools, increasing resource planning within high risk / high reward situations.

**VAIL RESORTS**, Vail, CO**2010 – 2015****Director of Talent Management**

2012 – 2015

Created multi-tiered programming to address talent migration and development, performance management and coaching, and overall employee engagement for over 6k employees. Developed capacity and competency for succession planning.

- Oversaw organizational development processes through M&A cycles resulting in streamlined acquisition of new resorts resulting in an over 300m growth in equity.
- Strengthen capabilities for critical talent streams, developing accountability metrics for leadership roles.

**Director of Organizational Development**

2010 – 2012

Designed experiential learning platforms into leadership development curricula matrix. Led regional training staff and budget oversight for 2 resort properties (Vail and Beaver Creek).

- Partnered with mountain COO's, reducing divisional silos, and leveraging a more integrated business platform leading to deeper employee engagement and a 40% increase of internal promotions.

## ADDITIONAL RELEVANT EXPERIENCE

### **ADVENTURE CONSULTANTS**, Wanaka, NZ, **Director of Operations USA / Chief International Guide**

Designed and implemented global expeditions with a focus on The Seven Summits, the highest point on each of the seven continents. Provided operational leadership for Everest expeditions, including personally reaching the summit of Everest 6x. Structured and organized international staffing and budgets in 9 countries.

## EDUCATION

Behavioral Sciences and Public Policy, Harvard Kennedy School of Government, Cambridge, MA  
Daniels College of Business (MBA), University of Denver, Denver, CO

## HONORS

**Honorary Degree** – Associate of General Studies in Outdoor Recreation Leadership with Certificate in Avalanche Science, Colorado Mountain College, Glenwood Springs, CO

**UN Goodwill Ambassador** – Global Mountain Communities

**Colorado Gubernatorial appointment** – Geographic Naming Advisory Board

## PUBLICATIONS

Climbing the Leadership Ladder with Compassion | Challenge The Impossible | Morality Returns to Everest