

EXPERIENCE- PRIVATE & PUBLIC SECTORS

2011–Present Cool & Associates LLC, Baltimore, MD

Founder & CEO

- Founded in 2011 to serve as the bridge that connects diverse audiences to mainstream organizations, across industries and through various integrated strategies, including marketing, community outreach, training/professional development, and language services.
- Deliver government-facing certification and technical assistance services, serving as a subject-matter expert in DBE/ACDBE/MBE/SBE programs, partnering with GOSBA and SBDC to provide bilingual certification training, and overseeing high-volume, quality-controlled certification and recertification support for hundreds of small businesses in close coordination with state and community partners.
- Establish & implement Hispanic segment outreach & marketing strategies to increase revenue and market share for Corporate, Non-Profits, Education and Government clients.
- Develop, customer and conduct training & professional development programs to increase retention & engagement.
- Provide effective recruiting & staffing services, including sourcing, prescreening, placement and onboarding support, focusing on bilingual and bicultural talent.
- Created workforce development programming to train youth, underemployed and unemployed candidates and increased placements and retention.
- Expertise in event and community outreach efforts, including conference & seminar planning & activation.
- Provide management advisory services for businesses & entrepreneurs to improve operations & profitability.
- Experienced facilitator & speaker; sample topics included: Entrepreneurialism, Hispanic Engagement, MBE/WBE, Leadership and Women & Success, Mentoring vs. Sponsorship, Professional Development and Effective Networking & Business Development.

2020–Present Maryland Latinos Unidos, Maryland

Founder & Steering Committee Chair

- Co-founded MLU, a statewide, nonpartisan nonprofit organization to serve the needs of Latinos in the State of Maryland in response to the extreme disparities exacerbated by Covid-19.
- Negotiated a partnership with Maryland Nonprofit Association to serve as fiscal and operating agent to house MLU.
- Fully stood up this fledgling organization in the midst of a pandemic, fundraising over 70K to support a newly recruited nationally recognized executive director while creating a membership-based infrastructure and serving the community.
- Represented Latinos issues in legislative forums, ensuring language and cultural access for the community and successfully supporting the passing of several bills.
- Leading the steering committee of community and business leaders to ensure that MLU remains on track to serve the needs of both Latinas and partner organizations.

2016–2019 Alliance for Hispanic Commercial Contractor, Baltimore, MD

Co-Founder

The Alliance for Hispanic Commercial Contractors formed in 2016 in partnership with The Barbour Group and Cool & Associates LLC, to promote the growth, prosperity and participation of Hispanic Commercial Contractors in commercial and government procurement contracts through education, training and guidance.

Proudly partnering with notable construction, banking and legal minds to provide the instruction for the learning modules to be presented live and online. Mentorship and interactive training are at the forefront of our mission to enable success and competitive fairness to grow the Hispanic owned commercial construction firms in the Mid-Atlantic region.

2015–Present Latino Innovators Pitch, Baltimore, MD

Founder & Advisor

The Pitch competition and program was created to showcase the innovation within the Hispanic Business community. The finalist receives seed funding and 12 months of support and guidance from leading industry experts to grow and scale their business venture effectively and sustainably.

Cool provides: Guidance, Mentoring & Coaching of all Applicants and Finalists | Event Planning & Logistics Fundraising & Budgeting | Promotion and Marketing | Operations and Coordination of entire program.

2010– 2014 MD Hispanic Chamber of Commerce, Baltimore, MD

Chairman of volunteer-run State-Wide Chamber

- Representing the 40,000 Hispanic Businesses in the region;
- Leading state-wide chamber of commerce; direct hands-on oversight of Board, committees and governance; fully responsible for membership growth & retention;
- Developing marketing & branding strategy to increase scope and reach;
- Coordinated and arranged dignitary trade & commerce visits, including the Vice President of the Dominican Republic and State Secretary of El Salvador;
- Manage existing relationships with Latin American & Caribbean Embassies;
- Serve as corporate liaison in the market, courting, negotiating and mutually beneficial partnerships, including Verizon Wireless, IWIF as well as other mid-scale regional companies;
- Legislative advocate, actively managing the government relations necessary to advance the business climate in the Region;
- Media spokesperson, including Telemundo, Univision, and various paper & digital outlets;
- Actively handle national & regional relationship & partnerships to leverage resources for members; including various African American Chambers, US Hispanic Chamber of Commerce, NAWBO and WPO.

2002–2013 Wells Fargo Bank, Baltimore, MD

Vice President, Principal Relationship Business Banker

- Manage relationship of clients with annual revenues greater than \$5MM; including operational accounts, lending, treasury & cash management, insurance & all other components of cash-flow & capital cycles;
- Originated and settled over \$115MM in credit facilities, including SBA loans, Lines of Credit, Equipment Financing and Leases, creatively structured over \$30MM other transactions;
- Gathered over \$90 Million in Commercial Deposits;
- Referred over \$50MM to various internal partners, including Securities, Trusts and the General Bank;
- Focused on acquisition of prospects and expansion of existing clients through needs assessments and quality Profiling;
- Developed strong and supportive referral network, including CPAs and attorneys;
- Led team of 8 Small Business Bankers & staff to top ranking levels while managing active client book;
- Recognized as #1 Small Business Banker in the country for 2006, 2007 and #2, in 2008 based on productivity & profitability;
- Serve on the Mid Atlantic Diversity Council, supporting D&I efforts within the General Community Bank;
- Served as the Hispanic Spokesperson for Maryland, coordinating events & sponsorship opportunities, conducted Spanish-language TV & Radio interviews, as well as represented the company in panels and workshops
- Served on the Wells Fargo Maryland Social Responsibility & Foundation Committee, ensuring diverse communities and agencies are represented through grant & volunteer support;
- Represented the Bank nationally at the National Hispana Leadership Summit, and the US Hispanic Chamber of Commerce Annual Conference in Chicago, Dallas, Puerto Rico, and Philadelphia; as well as NCLR's national conference in New Orleans.

EDUCATION

2010 University of California, San Francisco, CA

Latino Leaders Program - John L Anderson Graduate School of Management

2002 Loyola University, Baltimore, MD

Master of Science in Finance - Graduated Summa Cum Laude

1994 Kutztown University, Kutztown, PA

B.S. Business Administration - Dual Majors: Finance & International Business - Cum Laude Honors

LANGUAGES & SKILLS

- Fluent in written & spoken Spanish
- Excellent oral & written communication skills
- Award-winning presentation skills
- Proficient use of Microsoft Office Suite, Canva, Asana, Slack and other systems and apps
- Held the following Licenses: Credit, Health & Life Insurance- Held NASD Licenses 6, 63 & 26

PUBLICATIONS & COLUMNS

- Author, [Hispanic Engagement Toolkit](#)
- Curator, *Yo Quiero Trabajo* Facebook Group, established 2016
- Curator, *Emprendedores Exitosos* Facebook Group, established 2016
- Occasional Columnist for Huffington Post, The Daily Record and Mundo Latino

AFFILIATIONS & COMMUNITY INVOLVEMENT

- **2025 - Present, Dominican World Lacrosse, Founding Member**
- **2025 - Present, MD Latino Legislative Caucus Foundation Inc, Founding Member**
- **2023 - Present, Loyola University Board of Sponsors**
- 2023 - Comptroller Elect Brooke Lierman Transition Team, Co-chair of MBE/Procurement committee
- **2022 - Present, Women Legislators of Maryland Foundation Inc, Treasurer**
- **2021 - Present, MD Associations of Nonprofits**
- **2020 - Present, Maryland Latinos Unidos, co-founder and chairwoman**
- **2019 - Present, Medstar Good Samaritan/Union Memorial, Executive Committee Member**
- 2019 - 2020, Montgomery Community College Hispanic Advisory Council, Member
- 2017 - Present, Association of Latino Professionals for America, Founding Member
- 2015 - 2021, Governor's Workforce Development Board, Board member
- **2015 - Present, Latino Providers Network, Member**
- **2008 - Present, MD Hispanic Chamber of Commerce- (2010-2013-Chairman), Member**
- 2011 - 2023, Open Society Institute- Board Member, Fellows Selection Committee
- 2010 - 2014, Small Business Technology Development Center, Advisory Board
- 2010 - 2020, Daily Record Leading Ladies & Top 100 Woman, Judge Panel
- 2009 - 2017, Hispanic College Fund, Judge
- 2008 - 2012, National Association of Women Business Owners, Board Member, Diversity Committee
- 2008 - 2011, Mistress of Ceremony, MD Hispanic Business Conference
- 2007 MD Hispanic Business Conference, Chairman, Vice Chair ('06), Treasurer (2001-2004)
- 2007 - 2017, Big Brothers Big Sisters of Central MD, Secretary & Board Member
- 2006 - 2007 O'Malley/Brown Gubernatorial Steering Transition Team
- 2004 - 2012, Baltimore Hispanic Chamber of Commerce, Chair of Board Development/ & Membership

AWARDS, FELLOWSHIPS & ACCOLADES

- 2026 BBJ, Diverse Leader Award
- 2026 Daily Record, Top Minority Business
- 2025 Daily Record Hispanic Leadership Awards
- 2025 Dealmaker of the Year Hall of Fame Honoree
- 2025 State of MD Economic Impact GOSBA Honoree
- 2024 U.S. Army War College Nat'l Security Seminar Participant
- 2021 Center of Help Community Leader
- 2021 Poderosa Honoree
- 2020 LPN Community Partner Honoree
- 2020 Caobas Leadership Awardee
- 2019 Powermeter100 Winner
- 2019 Latina Style Entrepreneur of the Year
- 2019 TOP 100 Minority Business Enterprise Awardee
- 2018 NFL Hispanic Leader Award
- 2018 Baltimore Business Journal Leader in Diversity
- 2017 Daily Record, Innovator of the Year
- 2016 Baltimore Sun's 25 Women to Watch
- 2016 CRSDC Top 100 MBE
- 2014 International Podcast-Emprendedores Exitosos
- 2013 NCLR Presenter, New Orleans Conference
- 2012 Fundación Carolina Awardee for International Economic & Cultural Trade Mission to Spain
- 2012 & 2011 SmartCEO Magazine Top Business Bankers in Mid-Atlantic Region
- 2012 Daily Records Top 100 Women, Circle of Excellence, 2010 & 2007
- 2011 Honored by First Lady Michelle Obama for Mentoring Efforts
- 2011 MEA Magazine - 50 Women of Influence & Power in US
- 2010 VIP Professional under 40, Daily Record
- 2010 Ultimate Latina in Corporate Services, United States Hispanic Chamber of Commerce
- 2009 SBA Financial Services Champion of the Year
- 2009 Hispanic Career World Magazine, Employee Profile
- 2009 & 2008 Big Brothers Big Sisters Chairwoman of Holiday Wine Event
- 2008 #2 Small Business Banker in the Country
- 2008 Channel Magazine, Most Influential Marylander
- 2008 Dialogue in Diversity Women, Leadership Achievement
- 2007 Chair, Maryland Hispanic Business Conference
- 2007 & 2006 #1 Small Business Banker in the Country
- 2005, 2004 & 2003, Top 5 Small Business Banker within Mid Atlantic