

ROCSANA ENRIQUEZ

LinkedIn: www.linkedin.com/in/rocsana-enriquez

Education:

B.S of Science in Justice Studies, Public Administration & Public Policy Minor, San Jose State University, San Jose, CA (May 2018)

AS-T, Administration of Justice & AA Degree, Social Science CSM, San Mateo, CA (September-2016)

Relevant & Professional Experience:

WeVoteRWC and Casa Circulo Cultural Census 2020 Outreach Coordinator, Contractor-Redwood City CA
(February 2020-July 2020)

- Conducted Census Outreach and education that is socio-cultural and linguistically tailored to residents in North Fair Oaks. Increasing awareness at the local level grassroots by tabling in market stores, passing out fliers, posting posters and speaking at events.

Business Office Manager, Heritage Academy Christian Private School-Los Altos CA (September 2019-December 2019)

- Oversee day to day office operations, collect tuition, maintaining communication system, coordination, event planning and processing data. Publish staff meetings agendas, responsible for bookkeeping etc.

JusticeCorps Fellow Team Leader, Superior Court of California, County of San Mateo, Redwood City Family Law Self Facilitators Office

Redwood City, CA (June 2017-July 2019)

- Selected to be part of the Bay Area corps of outstanding college students who commit one year to serving litigants who cannot afford attorneys as an AmeriCorps member in the JusticeCorps program.
- Served 762 plus self-represented litigants, 505 LEP plus litigants and helped with 1093 plus court forms during academic year, used Judicial Council Essential Forms prior to submissions to the court.
- Assisted self-represented litigants seeking more information to resolve legal matters related to child custody/support, restraining orders and domestic violence.
- Translated complex legal documents for Spanish speaking litigants.

Volunteer Mediator, Peninsula Conflict Resolution Center-San Mateo, CA (2019-present)

- Volunteered mediator on call and helped with conflicts between two parties by referral for solutions.

Co-founder and Chair of Trauma Transformed Advisory Board, Trauma Informed System Trainer

Oakland, CA (2015-Present)

- Created policy and budget distribution and helped with implementation of best trauma practices at a regional level and workforce level. Designed a pilot workshop in Spanish for parents.
- Provided oversight, guidance and consultation for all center activities including: policy, care coordination, training, workforce development, social marketing, evaluation and continuing quality improvement.
- Shared governance with 7 county Directors of Behavioral Health Services, Oversight Committee.
- Collaborated to advise and steer the 7 counties to improve policy and practice from grassroots family voices, where we strive to create a system of care across county and system lines
- Participated in regional policy development for youth and family compensation, out of county mental health services for foster youth, sanctuary schools'- models, a joint youth and family charter and training manual for trauma informed governance and leadership development.
- Co designed and delivered quarterly advisory council, committee calls, community events, including but not limited to multi day youth and family days of healing summits.

Yoga Instructor & Youth Advisor, The Art of Yoga Project

San Mateo, CA (2013-Present)

- Instruct and lead marginalized young girls with trauma-informed yoga at local high schools and juvenile detention facilities in San Mateo County. Utilize evidence-based Trauma Transform Practices to regulate mental health issues.

Board of Director, Parent Leader, Innovate Public Schools

Redwood City, CA (2015-Present)

- Build relationships with families in low income communities such as East Palo Alto and Redwood City to fight educational inequality
- Organized various public forums East Palo Alto and Redwood City with hundreds of the community members including families, business owners, school principals, school administrators, churches and local elected officials. Conducted research meetings with Redwood City School Board and City Council members.

Board of Director, Hip Housing (Human Investment Project) San Mateo, CA (2019-Present)

- Oversee all non-profit organization projects, finances and make recommendations to Executive Director.

Bond Oversight Committee Member, San Mateo Community College District

San Mateo, CA (2019-Present)

- Assure that project bonds are spent only for construction, reconstruction, rehabilitation or replacement of District facilities.

Volunteer, Get Healthy San Mateo County

Redwood City, CA (June 2018, November 2018)

- Engaged community members in a large initiative neighborhood planning to identify assets, barriers and strategies for youth success.
- Gathered community data through surveys and small group conversation at local schools.

Redwood City Chamber of Commerce Leadership Program

Redwood City, CA (2017-Class 2018)

- Networked with nonprofits, public, and private sectors for finding solutions on issues in San Mateo County such as education, economic and business, housing, public safety, healthcare and sustainable community plans.
- Attended workshops with experts and key decision makers, civic engagement leaders to gain knowledge on sustainable solutions for the county.

Steering Committee Member, San Mateo County Juvenile Probation Department

San Mateo, CA (2016-2017)

- Reviewed and advised report programs to other directors such as BHR (Behavioral Health Rehabilitation), AYP (The Art of Yoga Project), RTS (Rape Trauma Services) for best solutions.

Parent Council, Great Schools Non-Profit

Oakland, CA (2016-Present)

- Contributed to shaping how the Great Schools website communicates with millions of parents nationwide by providing feedback on their profiles and content.
- Collaborated to accomplish the mission of empowering parents with educational data.

Volunteer, Youth Speaker, Court Appointed Special Advocates

San Mateo County, CA (2015-Present)

- Created monthly reports and managed confidential database system
- Presented to advocates using personal stories to educate on behaviors management.
- Appointed as Youth Advisor speaker for new trainees and identifying behaviors.

Award & Honors/Others:

- Certified Mediator, Peninsula Conflict Resolution Center (2019)
- Circle Award-Recognition of Academic Goals and Professional Accomplishments in using Skills to give back to the Community (May 2018).
- Stanford Law School Wellness Podcast (2018)
- "Roxana" Film (2018) A brief documentary about my life and the juvenile justice system.
- Innovate Public Schools Institute for Commitment to creating Great Schools for all children (2016)
- California Legislature Assembly Certification of Recognition for the HIP Housing Self Sufficiency Program (2016,2018)
- United States Congress Certification of Recognition Determination to Make a Better Future for Entire Community (2016,2018)
- State of California Senate Certification of Recognition Commended for Dedication towards Achievement of Financial Independence and Educational Goals (2016,2018)
- Certification of Achievement for completion of the Self Sufficiency Program towards Career Advancement and Economic Self Reliance (2016,2018)
- County of San Mateo Commendation, the Board of Supervisors of San Mateo County, and State of California Commended and Honors (2016, 2018)
- Courage Award for Exceptional Self-awareness, Self-respect and Self-control by The Art of Yoga Project (2012).
- 200hr RYT-Frog Lotus International School (2015)

Skills:

Language: Fluent in both English and Spanish

Computer: Microsoft Word, Adobe, Excel, Social Media, Odyssey Legal Database, FACTS Management.

SKILLS & EXPERTISE

- Experienced community volunteer in educational and non-profit organizations; strong interpersonal, organizational, writing/editing, and public speaking skills.
- Corporate lawyer with over 10 years experience, in-house and private practice; experience on senior management team of major corporation.
- Experienced working and living in Germany, USA, Canada and UK, with a deep respect and affinity for working with diverse groups and cultures.

COMMUNITY VOLUNTEER

Dartmouth College, Family Leadership & Fundraising Committee **2018-2019**
Outreach to fellow Dartmouth parents in Northern CA

Crystal Springs Uplands School, Hillsborough, CA **2016-2018**
PTA Parent Representative for 11th, 12th grade classes

Berlin International School, Berlin, Germany **2011-2016**
Chairperson, Parent Board (2 years); Secretary, Parent Board (2 years); HS Extra-Curricular Activities Liaison (3 years); HS Parent Representative, School Director's Council (2 years); Girls Varsity Soccer Team Parent, Chaperone & Tournament Housing Coordinator (5 years).

- **Chairperson, High School Parent Board:** created and launched new Parent Board structure with monthly leadership team meetings, bi-monthly general board meetings; introduced goal-oriented organizational and event responsibilities and succession planning; recruited new leadership team members: grew board from 2 to 14 executive members.
- **Club Coordinator, Best Business Plan Competition, The American German Business Club, Berlin e.V. (Feb. 2015-June 2016):** Managed after school club program for 40+ high school students: led weekly after school team meetings, provided weekly written feedback to teams, coordinated input from parent community mentors. Achieved measurable success: 8 student teams (4 students per team) progressed to final competition with 3 teams receiving awards, including first place in Berlin-Brandenburg area.
- **USA College Information Sessions:** in collaboration with independent college counsellor (Linda Magnussen, CEP), and BIS school counsellor, organized afternoon and evening sessions for international students in Berlin area; moderated sessions providing information on US college application process.

National Charity League, Crystal Springs Chapter (3 years) **2008-2011**
Active member in mother:daughter organization combining ongoing regular volunteer commitment with annual administrative/leadership roles (3 years).

Hillsborough Schools Foundation (4 years) **2006-2010**
Board Member; Co-Chair, New Business Ventures; Chair, Sponsorships & Underwriting.

South Hillsborough Elementary School (10 years) **2001-2011**
*Active parent volunteer, including: PTA Parent Rep each year, Parent Board - VP Volunteers; **Chairperson, School Site Council** (elected position, 2 years on council); **Chairperson, Science Fair** (3 years).*

CORPORATE LAWYER

GlaxoSmithKline, Mississauga, Canada

General Counsel & Corporate Secretary

1997-2000

Legal Counsel

1993-1996

Advised on all legal matters relevant to pharmaceutical operating company: corporate/commercial, intellectual property, employment/HR, business acquisitions and dispositions. Corporate Secretary to Executive Board, attended all Executive Committee meetings.

- Developed innovative IP information sharing platform (database and process) aligning marketing strategies and local intellectual property platform, optimizing planning and resource allocation in Canada.
- Managed legal department staff and outside counsel relationships, responsible for managing legal department budget to optimize value to corporation.
- Coordinated corporate and international legal strategies with GSK UK Law Department, with particular emphasis on intellectual property issues.

Blake, Cassels & Graydon, LLP, Toronto, Canada

1987- 1992

Associate Lawyer

Areas of practice: General Corporate/Commercial; Insolvency & Bankruptcy; Securities Law; Recruitment Committee, Articling Student Supervisor

- Acted on secured financings, enforcement of security, receivership and bankruptcy proceedings.
- Engaged in range of corporate transaction work: restructuring, asset/share acquisitions and dispositions, broad range of contractual matters for Canadian, U.S. and international clients.
- Acted for public and private companies on securities transactions: equity offerings, continuous disclosure requirements, regulatory filings.
- Active in recruitment and business development: Member of German Practice Group; Liaison to Canada-Swiss Chamber of Commerce.

Secondment to Blakes London (UK) Office

1989 – 1990

- Acted on Eurobond transactions, secured financings; advised on wide range of Canadian legal issues.
- Active in local business development: liaison to Canada-UK Chamber of Commerce.

EDUCATION

1989 - Call to Bar, Law Society of Upper Canada (Ontario)

1987 - LLB, University of Windsor Law School, Ontario, Canada

1981-84 – Honors Bachelors of Commerce program, University of Windsor

ASSOCIATIONS & MEMBERSHIPS

Law Society of Ontario – member in good standing, licensed to practice law in Ontario

Plant Amnesty, Seattle, WA – member, working towards Master Pruner Certification

FAUSA (Alumnae of Federation of American Womens' Clubs Overseas)

Peninsula Golf & Country Club, San Mateo, CA – tennis member, Dining Advisory Committee (2018-2020)

Victor Lecha III, ASW #69632

SUMMARY: A passionate and seasoned social worker, who for many years has delivered case management and behavioral health services to clients.

SKILLS:

Trained in the following: The Stages of Change Model, Attachment Theory, Trauma-Informed Practice, Cognitive Behavioral Therapy (CBT), Trauma Focused-CBT, Motivational Interviewing, Seeking Safety, Strength-Based Philosophy, Gestalt Therapy, Psychodynamic and Family Systems Theory.

Bilingual in Spanish

AWARDS:

Semi-finalist Award Winner for the "CalSwec Student Research Award" for my research paper titled "*Exploratory Study of Trauma Indicators & Their Relationships in Family Drug Court*";

College of Applied Arts and Science, Graduate Student Award Winner, for "*The Community to Enhance Equity and Diversity (CEED) Award*"

Phi Kappa Phi Honoree

VOLUNTEER EXPERIENCE:

South Bay National Association of Social Workers (NASW), *Social Justice Chair* 5/15 - 7/16

PAID WORK EXPERIENCE:

Contra Costa County Antioch 3/18 - 7/19

Emergency Response Social Worker II

The Emergency Response Social Worker is responsible for investigating child abuse and neglect claims and assessing if the child abuse and neglect rise to the level of the law, which would require removal or intervention. Intervention could include Court mandated supervision or behavioral health services. The Social Worker would use their assessment skills to determine which was appropriate.

- Responsible for writing detailed reports which included interviews of all witnesses and parties involved. Reports would include Social Worker's findings regarding the allegation of child abuse and neglect.
- Collaborated with law enforcement, teachers, and counselors as often they initiated the report of child abuse or neglect.

- Built rapport with the families involved and used a cultural humility lens to ensure families of color were treated fairly and justly.
- Connected and referred families that didn't require removal with Path II Wraparound Services to address the behavioral health needs that led to the initial allegation.
- Organizational and time management skills were essential to continue to provide excellent quality of care as caseloads were large.

Westcoast Children's Clinic Oakland 1/18 - 2/18

STAT Clinician

The STAT Clinician is responsible for providing mental health screenings and safety assessments when a child is temporarily placed at the assessment center. The STAT Clinician also assesses if the child will be in need of short term stabilization services at their new placement.

Duties included:

- Conducting mental health screenings to adequately determine what services were needed for the child's mental health and stabilization.
- Built rapport with the child to create a level of trust necessary for behavioral interventions and assessments.
- Conducted suicide assessments if child showed symptoms of suicidal ideation.
- Worked in concert with support relief counselors to maintain a safe and therapeutic environment.

Office of Congresswoman Zoe Lofgren San Jose 8/16 – 11/17

Congressional Assistant

The Congressional Assistant serves the needs of constituents within the congress member's district. Each assistant has specific topics areas, which correspond to a specific federal agency. For example, my topics areas were Veterans, Social Security, Healthcare, and Housing. The assistant is also responsible for staffing the member at events, town halls; writing reports, briefs and relaying opinions to the congress member.

HealthRight360 San Jose 10/15 - 3/16

Care Coordinator III

The Care Coordinator III provides behavioral health services and substance abuse treatment to high risk adolescents through individual and group therapy. The care coordinator facilitates intakes and conducts comprehensive psychosocial assessments with the client, so as to create an individualized treatment plan. The treatment plan consists of smart, measurable, attainable, realistic, and timely goals. The frequency of services is determined by the treatment plan, and the client's progress towards their goals; after hour crisis support is provided when necessary.

Uplift Family Services

San Jose

6/15 - 10/15

Katie A Facilitator

Katie A provides behavioral health services to children and youth who are in the child welfare system. Its purpose is to provide stability to the youth, as they progress through the family reunification process. The Katie A facilitator leads a multidisciplinary team which delivers therapeutic services that are specifically designed to support the youth's treatment goals and the placement.

Duties included

- Conducted biopsychosocial assessments and the CANS assessment, which provided the information necessary to create an individualized and strength based treatment plan.
- Facilitated a weekly multidisciplinary team meeting, where coordination of services was planned. In addition, review of the youth's progress towards their treatment goals was discussed, and how to support their progress towards their goals; ideas discussed were specific behavioral interventions and connections to community resources, which would reinforce the youth's strengths.
- Provided weekly therapy. therapeutic modalities used were CBT, Gestalt Therapy, Expressive Arts Therapy, Psychodynamic techniques, Trauma-Informed practice, Motivational Interviewing and SFT (Solution Focused Therapy)

Department of Family Children and Services,

San Jose

9/14 - 5/15

Continuing Social Work Intern

Interned at the Department of Family Children Services (DFCS) for Santa Clara County as a continuing child welfare social worker; continuing child welfare social workers manage family reunification services. The unit I interned for received cases with severe emotional difficulties, mental health challenges, and exposures to trauma. As an intern, I proved quickly competent, and was assigned lead social worker to two cases, one of which was Spanish speaking.

- Constant assessment of the family's progress is critical, because family reunification is contingent on the family's progress towards their goals. The child welfare social worker must also assess for family dynamics. This component is unique to child welfare workers, because if the family dynamics have not changed to ensure the child's safety, then they must recommend relative or foster care.

Uplift Family Services

San Jose

9/13 - 9/14

Matrix Facilitator & Clinician

Provided facilitation and coordination of Wraparound services using a strength-based and family centered model. Matrix is a high level Wraparound Program that provides intensive therapeutic services. They specialize with youth who exhibit extreme externalizing and internalizing

behaviors, due to their past traumas, multiple placements and mental health issues. Matrix serves youth who are unable to reunify with their families of origin, and are having difficulty remaining stable in their current placement.

Duties included:

- Cooperatively developed an individualized treatment plan with youth and caregivers using the Transformational Care Planning Model (TCP). The TCP model incorporates the youth's and caregiver's vision into their treatment goals, making the treatment plan more tangible.
- Coordinated with Family Specialists specific interventions designed to assist the youth reach their treatment goals, such as, coping strategies, mindfulness techniques and community resourcing.
- Facilitated a weekly task-oriented meeting called a Child and Family Team (CFT) with all involved in treatment. The CFT's purpose is to assess the youth's and caregiver's progress towards their treatment goals, and determine how the Matrix team can assist.
- As a Clinician, I provided weekly therapy. The therapeutic models used were: CBT, Gestalt therapy, Expressive Arts Therapy, and Solution Focused Therapy.

Uplift Family Services

San Jose

4/12 – 8/13

RCST Family Specialist

The Receiving Center Stabilization Team (RCST) stabilizes runaways and youth who have severe mental health illness and have suffered placement breakdowns, due to their extreme behaviors..

Responsibilities include:

- Building rapport quickly was critical, as was using motivational interviewing techniques, and remaining consistent. This entailed meeting with the youth several times per week to stabilize them in their new placement.
- Provided crisis intervention through the Therapeutic Crisis Intervention model; this was done when a Youth exhibited extreme and aggressive behaviors, such as acts of self-harm, violence towards others, or property damage
- Performed assessment and a functional behavioral analysis to determine which antecedents would trigger the youth, and analyzed the data to create a behavioral plan.
- Specialized in coaching and instructing youth on anger management techniques to limit aggressive behaviors.

Center for Discovery

Los Alamitos, Ca

1/12 – 4/12

Intake & Alumni Coordinator

Conducted screening and assessment to determine if applicants met criteria to be part of our dual-diagnosis program. Center for Discovery provides inpatient treatment for eating, substance abuse and dual-diagnosis disorders. As an intake coordinator, I would read the case files of potential patients, who were stepping down from an inpatient psychiatric facility to our program; collateral information was used from the providers and family to make an assessment of eligibility into program. As the Alumni Coordinator, I coordinated and facilitated a 12 Step outpatient group consisting of our graduates.

Duties included:

- One on One counseling with adolescents, which included coaching coping and relapse prevention skills.
- Provide crisis intervention for adolescents who relapsed; performed collateral session with parents providing community supports and resources to parents.
- Responsible for assessing whether possible clients were clinically appropriate for our residential program.
- Knowledge of DSM IV-TR was essential to identify if symptoms presenting met criteria for admission.

Uplift Family Services

San Bernardino, Ca

7/10 – 12/11

Uplift Family Specialist

Used the Wraparound model, with a multidisciplinary team (MDT), which included a facilitator, family partner and family finding specialist; The MDT was responsible for assisting emotionally disturbed youth who suffer from severe mental health illness.

Duties included:

- Provided mental health treatment by coaching behavioral interventions that developed the youth's anger management, communication, and conflict resolution skills; cognitive behavioral techniques were also used to assist the youth stabilize and achieve their treatment goals
- Resourced community programs that would reinforce and develop the youth's strengths.
- Conducted collateral sessions with the parents, siblings and caregivers in an effort to coach different behavioral interventions that proved effective to curb the youth's negative behaviors.
- Facilitated the development and creation of the first ever youth mentorship program for transitional age youth.

EDUCATION:

University of San Francisco, B.A. History, May 1997

Vatterott College, Cisco and Microsoft Systems vocational training, May 2000

San Jose State University, Title IV-E, MSW, May 2015

Georgia Solkov Jack Community Experience

Elected Office

Trustee, Sequoia Union High School Board, Term: December 2015 to December 2020

As a trustee, I have spearheaded, initiated, or participated in specific initiatives since my term began:

- 1) Examination and overhaul of district discipline policies and practices with a 91% decrease in expulsions
- 2) Completed a review and adoption of the entire school district policy manual
- 3) Analyzed and recommended updates to the district board's governance policies
- 4) As a member of the board, conducted a superintendent search and hired Dr. Mary Streshly Superintendent (July 2017 – September 2020)
- 5) Established a better understanding of the relationship between the two main partner districts -- Redwood City and Ravenswood -- and SUHSD, and how SUHSD can support them.
- 6) Initiation of multi-partner discussions about affordable housing for teachers and staff that led to a change in legislation carried by Assemblymember Kevin Mullin, which has expanded the ability of school districts and other government agencies to work together to provide housing for their employees.
- 7) Focus on equity and bringing along all stakeholders on a long journey that has only just begun to ensure that every student in the district benefits from its rich curricular offerings.
- 8) Participated in the hiring committee that selected Rafael Avendano as the new Executive Director of Redwood City 2020 – the first man, and the first Latino, to lead this key collaborative.
- 9) Presentation of the budget in a narrative book that makes it easier for staff, students, and the community to understand the actions and values of the district.
- 10) Examined grading practices for equity to help craft a new vision of grading that serves all students with a set of policies that sets the stage for a multi-year implementation plan.

Volunteer Service

In my volunteer roles I have been responsible for:

- Creating and managing revenue and expense budgets.
- Recruiting team members from the community the organization serves, with a focus on diversity.
- Developing communications plans to support recruitment, fundraising, and support for specific issues.
- Providing project management support.

Community Campaigns:

- Advisor, Shelly Masur for State Senate, (Election, November 2020)
- Redwood City School District Trustee Area 5 candidate Cecilia Marquez, campaign committee member (Election November 6, 2018)
- Redwood City Councilmember Candidates Rick Hunter, campaign committee member, and Jason Galisatus, campaign committee member (Election November 6, 2018)
- Measure U, Redwood City School District Parcel Tax Renewal (Election November 8, 2016)
- Georgia Jack for SUHSD Trustee, Candidate and Campaign Manager, (Election November 5, 2013 and November 3, 2015)
- Committee Member, Redwood City Community for Better School – Yes on W (Election June 5, 2012)
- Advisor, Campaign for Shelly Masur for Supervisor 2012 (Election November 6, 2012)
- Fundraising Chair, Committee to Protect Our Schools – Yes on E (Election June 2, 2009)

Georgia Jack, Con't.

Community Involvement:

- President, Redwood City Education Foundation, 2005 – 2007
- Treasurer, Redwood City Woman's Club, September 2014 to 2016
- Member, Woodside High School Shared Decision Making Committee/Site Council, October 2011 to 2015
- Member, Woodside High School Foundation, September 2014 to 2015
- Member, Common Core Implementation Committee, Sequoia Union High School District, 2014 to 2015
- Western Association of Schools & Colleges (WASC) Process Committee Member, Woodside High School, 2012 and 2015. Accreditation of Woodside High School.
- Chair, Save Our School Music Campaign (RCEF), March 2009 – August 2009, and September 2009 – June 2010
- Committee member, 2009 Benefit for a Brighter Future event, Redwood City Education Foundation
- Site Council President, Kennedy Middle School, 2005 - 2008
- Co-chair, 2008 Benefit for a Brighter Future event, Redwood City Education Foundation
- Community member, RCSD Program Improvement Plan Leadership Committee as required by No Child Left Behind, Fall 2006
- RCSD budget committee community member, Summer 2005
- President and member, School Site Council, Roosevelt Elementary School 1999 - 2002
- President, PTA, Roosevelt Elementary School 2003

Awards and Recognition:

- Pat Crawford Inspiration Award, Redwood City Education Foundation, 2011
- Support and Dedication Recognition, Redwood City School District Board of Trustees, 2007

STEVEN P. DUDDY

PROFESSIONAL SUMMARY

A successful executive leader in the Medical Device industry with a strong Sales & Marketing background. Skilled in both functional and profit center management positions with a proven track record of achieving sales, profitability and positively impacting EBITDA. Comfortable and experienced in early stage pre-commercialization, commercialization, pre-IPO and publicly traded organizations. Recognized for building go-to-market strategies from the ground up, as well as building collaborative partnerships with corporate executives, front-line operating teams, Board members, shareholders, venture capitalists and private equity firms.

EXECUTIVE EXPERIENCE

NUVOLASE INC. – *A privately held, profitable, market leading medical device corporation.*

Chairman, President and CEO, Chico, California

Sept 2011–Present

Appointed Executive leader of what has evolved into a market leading, multi-million \$ revenue organization in a debt-free competitive commercial environment.

- Developed and implemented a commercial turn-around plan resulting in:
 - A stand-alone Quality system built from the ground up then obtaining strategic Regulatory clearances including FDA, CE Mark, Health Canada, KFDA, TGA and Japanese Ministry of Health, Labor and Welfare (MHLW).
 - Executed Distribution Agreement with industry leader Cynosure Inc. (a Hologic Company) while also working with independent distributors and reps world-wide.
 - Increased installed base by over 500%, expanded clinical applications, positive cash flow, ISO13485 certification, 60601 3rd Edition accreditation as well as 20% reduction in COGS and dramatically improved serviceability.
 - More than 2 million + procedures performed worldwide in over 20 countries, more than most competitors combined.
 - Remaining a debt free, self-sufficient business with EBITDA growth, currently void of an outside raise or shareholder dilution with several buyout opportunities presented to the shareholder(s) over the past twenty four to thirty six months
- Negotiated transfer and ownership of all TMs, designs and IP across all product classes, securing the interest of multiple potential acquirers of the business with a European Patent now Pending.

PINPOINTE U.S.A. – *A privately held medical device corporation.*

Executive Vice President, Sales & Marketing, Chico, California

Dec 2009 – Sept 2011

Rights and assets acquired by NuvoLase Inc. in September 2011. Appointed CEO of NuvoLase Inc. by BOD post acquisition.

- Recruited to assist then founder and staff executives with all key business, commercialization and regulatory aspects of the business while working closely with the Accounting resources in an attempt to regain financial stability and footing within the organization.
- Rights and assets later acquired and NuvoLase Inc. formed in September 2011.

CYDEN LTD. – Medical Device company now focused on Consumer based products. Global revenue from the ‘Professional Division’ reached approximately US\$25M and profitable prior to sale.

General Manager, Professional Division, Director, Wales, United Kingdom

2007–2009

Provided necessary operational leadership and expertise to establish a profitable business unit, then progress to coordinate a successful divestment objective (acquired by Energist Ltd.), positioning the *Professional Division* for acquisition by remedying sales and quality issues, assuming oversight of R&D, QA, Product Development and P&L management.

Achieved a 12%+ increase in sales with a 20% increase in profitability during a global economic downturn through a combination of astute strategy, a focus on efficiency, and improved product quality and reliability.

- Delivered key strategic goals in a highly competitive environment with all rights and assets acquired by Energist Ltd. within 24 months. Division sale included upfront cash and an attractive 5 year earn-out.

HOANA MEDICAL – A privately held company producing the LifeBed patient vigilance system, operating in a pre-revenue phase and focused on gaining market exposure and acceptance in the United States.

Vice President, Strategic Implementation, Honolulu, Hawaii

2005 – 2007

Utilize entrepreneurial C-level business expertise to commercialize corporate product offerings. Focused on the identification of key institutions that would provide immediate recognition and future revenue. Full commercial responsibility encompassing sales and marketing as well as field engineering and clinical education functions.

MERZ (formerly BioForm Medical Inc.) – A medical device company specialized in the development and marketing of products in the facial plastic and dermatology arena.

Global Vice President, Sales and Marketing, San Mateo, California

2003–2005

Recruited to infuse needed aesthetic industry knowledge to build and refocus the organization through growth and expansion. Diverse start-up responsibilities, incorporating sales, marketing, regulatory compliance and product diversification.

CUTERA INC. – Designs, manufactures and markets light-based devices for the clinician community worldwide.

Director, Global Marketing, Brisbane, California

1999–2003

Setting the operational course in a competitive marketplace, creating corporate marketing strategies, branding, product development and sales support, as well as investor representations to secure additional working capital.

Prior Experience

Coherent Medical (Lumenis): Vice President North American Sales, New Business Development - Aesthetic Business Unit, Marketing – Ophthalmology, Senior Sales Representative, Trainer

CDI 3M Healthcare: Sales, Trainer

Johnson & Johnson, Ethicon: Sales, Trainer

EDUCATION

Graduate Certificate, Strategic Sales Management – University of Chicago, USA

Bachelor of Science, Biology – Seton Hall University, USA

PROFESSIONAL AFFILIATIONS

Board Chairman	NuvoLase Inc., 2011–Present
Fellow	American Society of Lasers for Medicine and Surgery (ASLMS), 2010–Present
Executive Counsel	DeMatteo Monness LLC, 2007–Present Gerson, Lehman Group, 2007–Present
Corporate Advisor	Aqueduct Medical, 2007–2010
Board of Directors	Medical Marketing Association, 2005–2006
Business Advisor	EZSZ Inc., 2018 - Present

INTERESTS AND HOBBIES

Family, Fly Fishing, Golf, Meditation/Mindfulness
Proud Supporter of Cast Hope (non-profit)