



Benilda (Benny) Samuels

CEO – BOARD EXPERIENE – OPERATIONS -
STRATEGY – SALES & MARKETING – ESG

Benilda (Benny) Samuels, a thought partner to companies that want to re-imagine business delivery and success

RECOGNITION

2019 – Top 40 Most Powerful Women in Business, Colorado Women’s Chamber Foundation

2020 - Top 25 African Americans Who Make a Difference, Denver Urban Spectrum

EDUCATION

University of Colorado at Boulder – Master of Journalism

University of Denver – Bachelor of Arts, Graphic Design

Leadership Denver

United Way Worldwide National Fellowship

Benilda (Benny) Samuels is the CEO of a start-up community foundation with 30 plus years of experience in strategic planning, operations, marketing, consumer behavior/experience, and social impact.

In 2008 Samuels led the Colorado Family Planning Initiative (a project of the Susan Buffet Foundation). The four-year, \$4M project increased access to contraception (primarily IUDs) to Colorado women; resulting in a 40% decrease in unintended pregnancies for Colorado. Samuels was also responsible for increased enrollment in publicly funded safety net programs (Medicaid, Child Health Plan Plus, Child Care Assistance Program).

As COO of Nurse-Family Partnership (NF), Samuels led the national marketing and operations of a \$15M organization increasing its scale by more than 10,000 new participants served. Additionally, Samuels led the NFP national board through its first rebranding (mission, vision, values, branding) in the history of the organization.

Benny served as the Chief Marketing Officer to Mile High United Way (MHUW). During her tenure at MHUW she worked the CEO and the board of directors to plan and implement the 125th anniversary of the first United Way in the world; Mile High United Way.

Benny is a seasoned social impact executive. She has directed more than \$200M in grant funding through Rose Community Foundation, Governor Polis’ Statewide COVID Fund, and the CO. Outdoor Equity Fund.

In 2021, Benny became the founding president of AYA Foundation, the first community foundation dedicated to serving the Black community in Colorado. A start-up endeavor, Benny has raised the first \$1M for the foundation, established the board of directors, and is building the infrastructure of a first of its kind institution in Colorado.