**Luella Chavez D’Angelo, MBA**

**Colorado | https://www.linkedin.com/in/luelladangelo**

**Executive Leadership**

C-Suite executive leader with career record of guiding transformative organizations through creative storytelling, strategic internal and external stakeholder engagement, growth initiatives, innovative brand building results and inclusive and belonging cultures.

**Areas of Expertise**

**Strategic Storytelling**   **Social Media Communication**  **Diversity, Equity & Inclusion Crisis Communications Content Development Employee Communications Reputation Management Traditional/Digital Marketing ESG (Environment, Social, Governance)**

**Professional Experience**

**Colorado Inclusive Economy (CIE), Denver, CO 2021 – Present, CHIEF EXECUTIVE OFFICER**

Accountable for leading every aspect of the organization including marketing, communications, program development, finance, human relations, strategic partnerships, fundraising, membership development and member retention.

Accountable for developing a statewide movement of design, intent, and action with over 150 Colorado CEO’s and Leaders and use DEI strategies and to create 10,000 jobs for talented and diverse candidates and make Colorado’s public, private and nonprofit workforces work for All.

Responsible for building workforce programs and sessions on diversity, equity, belonging and inclusivity.

Guide and motivate a team of 40 seasoned volunteers, a 15-member Board of Directors and a small staff.

Responsible for developing relevant programming in the DEI space with DEI experts and subject matter experts. Have brought in 78 new CEO’s and companies into the movement since May 2021.

**United States Olympic and Paralympic Committee (USOPC), Colorado Springs, CO 2019 – 2020, CHIEF MARKETING AND COMMUNICATIONS OFFICER**

Accountable for leading every aspect of the organization's marketing, communications and government relations plan and strategy.

Guided and motivated a team of 40 seasoned communicators and marketers through executive communications, litigation communications, crisis communications, internal communications, media relations, public relations, government relations, marketing plan development and execution, marketing research and analysis, digital media, broadcasting, and paid advertising.

Oversaw all paid, owned and earned channels including both traditional and digital advertising, sponsorships, strategic partnerships, thought leadership positioning, corporate social responsibility, community relations, market research, marketing planning and smart resource allocation.

Oversaw athlete communications and change management activities to ensure athletes were informed of the new initiatives for athlete safety, safe sport, and well-being across the enterprise.

Directed the development of innovative content for digital marketing strategies and a web refresh, SEO, paid search, organic, display and social media channels to optimize web traffic and organizational visibility.

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Enhanced USOPC’s corporate social responsibility strategy with and partnered with 50 different sport non-governing bodies, active and alumni athletes, donors, media, sponsors, and employees.

Ensured that divisional marketing, communication, and government relation goals aligned with overall organizational objectives and priorities.

Responsible for the strategic alignment of the Los Angeles 2028 Games marketing plan and USOPC marketing plan and branding initiatives.

Served as an active member of the USOPC executive senior team.

**Centura Health (CH), Englewood, CO, VICE PRESIDENT OF MARKETING AND COMMUNICATIONS, CONSULTANT 2018 – 2019**

Accountable for helping CH build and organize a fresh marketing and communication team that had originally worked independently in 18 different hospitals throughout Colorado and western Kansas.

Identified and recommended a new organizational structure that would align with the new CH strategic plan.

Developed a new, enterprise-wide marketing plan with articulated KPI’s and a new reporting structure.

Identified new leaders with new expectations and clarified roles for each member of the innovative marketing and communications team.

Guided a team of 50 communicators and marketers who led executive communications, litigation communications, crisis communications, internal communications, media relations, public relations, physician relations, marketing plan development and execution, market research and analysis, digital media, and campaign advertising.

Oversaw a crisis communications plan with and for internal and external audiences after the FBI unexpectedly identified that a Centura Health physician had been involved in inappropriate behavior with over 100 CH patients in one of CH’s medical clinics.

**University of Colorado South Denver (CU), Denver, CO 2016 – 2018, VICE CHANCELLOR, ENTERPRISE DEVELOPMENT**

Developed and implemented a new business plan to determine the best path forward for newly acquired facilities and staff in South Denver.

Co-developed and introduced new educational offerings as a market driven, innovative education delivery model focused on executive education industry needs.

Motivated and mentored a team of 30 staff and reorganized team to develop new business plan.

Served on President Executive Presidents team and developed close relationships with CU Vice Presidents.

Orchestrated and lead all aspects of profit and loss management, finance, communications, marketing, social impact, human resource, government relations, academic program development and business operations of the south Denver campus.

Cultivated long-term professional, public and private partnerships on behalf of CU’s four campuses.

Enhanced the university’s marketing strategy with corporate and industry partners.

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Stabilized the financials by increasing net revenue by $1M, improved employee engagement and garnered new community and government partnerships.

Organized and launched a new industry advisory board which consists of South Denver’s top business leaders.

**Western Union (WU), Englewood, CO 2000 – 2015, CHIEF GLOBAL COMMUNICATIONS OFFICER, 2012 – 2015**

Reported directly to the CEO and served as a member of the C-Suite executive team that drove digital, transformation technology, talent retention and customer recruitment strategies.

Managed a team of 60 globally placed, experienced vice presidents and their staff.
Accountable for global media relations, reputation management, crisis communications, thought leadership, financial communications, executive positioning, and corporate social responsibility.

Organized and led global internal and external communications strategy, agency selection management, employee communications, corporate archives, meetings and event planning, and corporate philanthropy.

Excelled as strategic counselor and trusted advisor to the new CEO and C-Suite leaders, securing an average of 200 executive media interviews annually.

Spearheaded the successful development of a new personal brand for the CEO in the U.S.

Revitalized and reshaped the Western Union corporate narrative and brand promise.

Generated over 1,500 positive media placements in top publications annually, including Bloomberg, Wall Street Journal, Reuters, and the Financial Times.

Spearheaded the communications strategy for merchant, consumer, institutional, business and government stakeholders.

Served as a key company spokesperson with key partners, donors, reporters, NGO’s, social impact opinion leaders, and national and international government officials.

Oversaw stakeholder management, mapping and strategic planning and annual budgeting.

Championed the development of academic studies and research on thought leadership issues affecting areas of immigration, global payments, financial inclusion, educational access, strategic and innovative communications, and reputation brand management.

**Additional Relevant Experience**

**Western Union, Denver, CO, Senior Vice President, Social Ventures (ESG) 2011 – 2012**

**Western Union | First Data Foundation, Denver, CO, President and CEO 2000 - 2011**

**Denver Museum of Nature and Science, Denver, CO, Chief MarCom Officer, 1996-2000**

**University of New Mexico Health Sciences Center, Albuquerque, NM, Vice President, Marketing and Communications, 1991-1996**

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**Education**

Master of Business Administration, MBA, Finance, University of New Mexico, Albuquerque, NM

Bachelor of Business Administration, BBA, Marketing, University of New Mexico, Albuquerque, NM

**Boards and Community Involvement**

Delta Dental of Colorado Foundation, Current Board Secretary and Governance and Nomination Chair | Denver Scholarship Foundation, Current Board Member | The Girl Scouts of Colorado, Current Women of Distinction Advisor | The American Heart Association, Current Go Red for Women Advisor | Denver Metro Chamber of Commerce, Past Board Member | Denver Metro Chamber of Commerce, Past Education Committee Co-Chair | Denver Metro Chamber of Commerce Foundation, Past Board Member | Denver Convention Center Hotel Authority, Past Board Member, Mayor Appointment | Colorado Department of Transportation, Past Commissioner, Governor Appointment | Denver Foundation, Past Board Member and Program Chair | Mile High United Way, Past Board Member | University of Colorado South Denver, Past Advisory Board Member | South Denver Metro Chamber, Past Economic and Development Board Member

**Awards and Honors**

Denver Metro Chamber of Commerce, Del Hock Award for Community Service, 2017 | Denver Business Journal, Outstanding Women in Business, Career Achievement Award-2014 | University of New Mexico, Robert O. Anderson School of Management, Outstanding Alum, 2017 | Executive Hispanic Magazine, Top 10 Leader, 2014 | The Civic 50, Corporate Responsibility and Philanthropy, 2014 | Colorado Women’s Chamber of Commerce, 25 Most Powerful Woman-2013 | Colorado Women’s Chamber of Commerce, Career Achievement Award-2010 | Outstanding Colorado Foundation, 2004 Philanthropy Day | Colorado Mile High Girl Scouts, Woman of Distinction 2005 | Committee Encouraging Corporate Philanthropy, Corporate Philanthropy Excellence Award-2009 | Stevie Award for Best Corporate Social Responsibility program in South America, 2009 | American Heart Association, Outstanding Volunteer, 2007 | Upwardly Global, Trailblazer, 2013 | Urban Nights, Philanthropy Legend, 2013 | Clinton Global Initiative, Commitment to Action, 2008

**Personal Interests**

Hispanic and Native American Cultures, Skiing, Hiking, American Football, Interior Design, Public Speaking,

Mentoring young people and anything and everything New Mexican!