

Maria Gonzalez

President & CEO Gonzalez Insurance Group



Top sales producer and business development professional. Results driven and highly motivated.. bilingual professional with over 25 years of experience in community relations with expertise in the property and casualty insurance industry in Colorado. Respected as a proponent community leader.

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Professional Experience & Achievements

GONZALEZ INSURANCE GROUP | COMMERCE CITY, CO | Feb 2007 - CURRENT
President & CEO

Driving force behind Gonzalez Insurance Group, a \$4.0 M portfolio management insurance agency with focus on servicing insurance needs for families and businesses in Colorado. Managing day to day operations and implementing best business practice. Overcome complex business challenges in the current construction industry using experience-backed judgement, strong work ethic and irreproachable integrity. Solid proponent of empowerment and accountability. Insuring customers have the appropriate insurance coverage through education and outreach. Assisting clients with their losses and helping their growing coverage needs.

Strategy & Development- Characterized as a visionary, strategist and tactician, delivered over 30% annual growth. Successfully provided individual guidance to over one hundred startup businesses annually resulting in new trade name registrations, federal employer number and referred to specific resources needed. Managed a process to identify and prioritize product development initiatives based upon customer requirements.

Leadership of Human Capital- Motivate, mentor and lead highly talented insurance professionals to reach annual goals resulting in ability to maintain 90% retention and 30% annual growth. Live the culture and lead by example. Collaborate cross-functional teams using interactive and motivational leadership that spurs people to consistently exceeded targets. Serve in an advisory capacity for clients, vendors, carriers and other insurance brokers to provide solutions to current business trends. Drove change management strategies and plans to maximize employee adoption and usage while minimizing resistance.

Operations and Outreach- Ensure agency meets the expectations of our clients by demonstrating our hands-on approach with educating and servicing a wide variety of insurance policies such as auto, home, business general liability and workers compensation. Communicate and educate clients on latest insurance trends, concerns and industry changes. Develop and present risk management insurance coaching and evaluations for our clients as well as other business entities. Build long term relationships with clients, carriers and community stakeholders by giving presentations to small business organizations such as Small Business Development Center, Mi Casa Resource Center and Centro San Juan Diego.

Deliver mission-critical results- Driven by a need to strategize, innovate and disprove the words "It can't be done!" I am now a mentor to several insurance producers in the metro area sharing my methods based on proven ethical business results and reputation.

FARMERS INSURANCE | ARVADA, CO | Dec 2006 - May 2007

Insurance Agent Producer

Contributed to the growth of the business to 800 policies within 10 months. As a service leader created the Latino outreach of this agency including the branding, marketing and sales for all insurance products in this agency.

Expertise

- Insurance Industry
- Business Development
- Collaboration
- Public Relations
- Strategic Partnerships
- Strategic Planning
- Comprehensive Risk Assessment
- Relationship Manager
- Team Leadership
- Problem Solutions
- Stakeholder Communications
- Budget planning

Summary of Qualifications

- Over 13 years of Property and Casualty insurance knowledge.
- Strong advocate of addressing and meeting the needs of our local small businesses.
- Strategic, insightful, decisive approaches to researching, designing, launching, marketing and managing products with measurable impacts to the organization.
- Strong ability to lead a team in developing and launching new products and services.
- Leadership to build productive relationships with internal and external stakeholders.
- Empowering leader by example, eliciting consensus, contributions and teamwork.
- Recognized as a dynamic, dedicated, determined leader who takes initiative.
- Served as the spokesperson to the Hispanic community.



BANK OF THE WEST | DENVER, CO |
Hispanic Market Liaison

Dec 2004 - May 2006

Bank of the West had just moved into Colorado purchasing Commercial Federal Bank and I led a team to strategic outreach to meet the needs of the Hispanic community all products and services during the development, launch, management and marketing phases. Served as the spokesperson to the Hispanic community in the financial decisions of their needs for mortgage loans, bank accounts and investment opportunities. Created the "Rapido card" a service that offered access to customer money in the US and their family members in Mexico with a second ATM card.

CITY OF COMMERCE CITY | COMMERCE CITY, CO |
Community Relations Director

Responsible for building and strengthening relationships with city, county and state organizations to provide resources to diverse community.

Ensure smooth integration of diverse ethnic groups within the municipality. Created and implemented outreach events, and stakeholder meetings for diversity accountability. Create resource directory of local city, county and state services offered to residents. Hosted the local Channel 8 in English and Spanish to provide up to date communication to the local residents.

Collaborate closely with other stakeholders to integrate programs and development opportunities to provide a better quality of life to our residents.

Partner with local, county and state elected officials to prioritize community development issues. Contributed to the development and enhancement of new training materials for city departments. Produced and analyzed reports to determine clear next steps for improvement and increased efficiencies.

CITY OF COMMERCE CITY | COMMERCE CITY, CO |
Development Review Technician

Sep 1994 – Dec 2000

Responsible for receiving and coordinating permit applications with code enforcement, engineers, architects, plan examiners, inspectors, fire chief, economic, community development and park departments to ensure the completion of the building permit as well as to coordinate inspections for full Certificate of Occupancy for buildings in construction. Assist the general public with understanding the rules and regulation of the construction permit process and fees associated.

Education & Licenses

- *Executive Leadership Certification, Latino Leadership Institute, University of Denver – Daniels College of Business Denver, CO 2017*
- *Property & Casualty License Since 2005*
- *Life and Health License since 2005*
- *Accident & Disability License since 2005*
- *Permit Technician Cert. 1996*

Affiliations & Achievements

- *State Minority Business Advisory Council August 2018- present*
- *North Metro Chamber of Commerce board of directors August – 2018 - Present*
- *Commerce City Chamber board of directors 2016-Present*
- *Founder of Adelante Community Development 2010- present*
- *Candidate for HD 32 in 2016*
- *Rising Star Adams County 2016*
- *Hispanic Chamber Foundation board of directors 2016-2017*
- *Candidate for City Council at Large, Commerce City, 2015*
- *Hispanic Chamber Foundation Leadership Graduate 2014*
- *Metro North Chamber of Commerce Leadership Graduate 2013*
- *Commerce City Business of the Year 2010*
- *The Denver Foundation board of director for Strengthen Neighborhood and Economic Opportunities Committees 10 years*

December 9, 2019

Dear Mayor Huseman and City Council Members,

Re: City Council At Large Vacancy Appointment

I am confirming that I meet the City Charter eligibility for the vacancy appointment.

I am applying for the City Council At Large vacancy because I believe in Commerce City. I recently ran for Mayor and lost. However, through the process I gained incredible respect for all candidates and elected officials. Because of the love that I have for our City I will continue to be engaged and committed to making a difference. I have the time, dedication and knowledge to represent our City. The commitment to serve and represent is very real and I acknowledge the leadership that it takes to stand up and make a difference. I also had the great opportunity to learn firsthand from many residents and business owners about their concerns and I want to represent them in creating a positive impact to improve their quality of life.

My ten-year tenure as former City employee granted me the knowledge about the process, procedures, rules and regulations of our City. I understand government and policy. I have been a grassroots community leader for over 25 years serving on many boards and commissions. I have been a local business owner for 13 years, understanding operations, budgets and workforce development. I know that my experience and background support me be a strong leader to serve in City Council.

I believe the relationship between the Historic City and the Northern Range have been very challenging. Each part of the City has unique needs and it should be respected and validated in order to move forward as one community. Out of the 28 years I have lived in Commerce City, five have been in the North Range and I can tell you by experience that both are unique and have strong ownerships and that it would take time and commitment to meet their unique needs. Like many, I hope to unite them and build a strong sense of belonging.

The three biggest opportunities I see for Commerce City are as follow:

1. Our prime geographic location is the biggest opportunity. Our proximity to the Denver International Airport, major highways, home of the industry and transportation place us in a great opportunity for families and businesses to call Commerce City home.
2. The opportunity to design our growth based on our City should look like based on our needs. The freedom to support residents and provide quality amenities. Supporting sustainable businesses and improving outreach efforts for new commercial, industrial and mix used developments including a technical school.
3. The City's diverse population is important asset. I believe there are many untapped opportunities to bring our community together to celebrate and learn from one another and build sense of community across the entire City.

I have not participated in the Commerce City Civics Academy. I have been in Commerce City for 28 years.

My primary concern serving the City Council is that I want to feel welcomed into this new leadership and have the same opportunities to share ideas and work as a team in creating a strong representation. In addition, I know that our community lacks sense of identity and lack of ownership. I value longtime relationships and I want to reassure our residents and business owners that I am open to work together to solve their issues and meet their needs.

Quality Community for a Lifetime means to me that I am safe, happy and encouraged to belong to this community. However, this message needs to be felt by the entire community. In Commerce City I have raised my family, I have worked for the City and opened my business. This is home and I want to assure our students that they have a place to learn, our parents have a place to work and our business a place to prosper.

I have served on the following local government, non-profit boards and commissions:

- Adelante Community Development
- Commerce City Chamber of Commerce
- Commerce City Community Enterprise
- Metro North Chamber of Commerce
- The Denver Foundation
- Tres Girasoles Community Garden
- Derby Business Association
- Our Lady Mother of the Church
- State Minority Advisory Council appointed by the Governor
- ACSD 14 DOJ investigation committee
- Minority Business Association
- Commerce City Business Taskforce
- Access Housing
- Belle Creek Charter School
- 2K Capital Improvement Project
- Salud Clinic Capital Improvement Project
- The Hispanic Chamber of Commerce
- Commerce City Business & Professional Association

My favorite part of our City is that I have been blessed to work with the community every day. Commerce City has afforded me the opportunity to grow personally, professionally and be able to give back. For example, I was a part of a great group of residents and stakeholders that created the new Commerce City Chamber of Commerce; sending a message that we are open for business. Also, I have the ability to create a community garden, where we are proud to share annually over 2K pounds of fresh vegetables to residents and homeless individuals. In addition, I have been able to create our first community festival creating new traditions of unity.

I am a very optimistic and I work very hard for this community because I care. I know what it takes to make a difference and we need more people that come through with their leadership and love for our community. I want to be that person that helps guide our City because I strive to celebrate who we are and contribute in any possible way. Thank you for the opportunity.

In Community,

Maria Gonzalez

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