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| Luella Chavez D'Angelo | **Luella Chavez D’Angelo**  **Global Marketing and**  **Communications Executive**  Strategy Development • Reputations • Brand Positioning  Environment, Social Governance (ESG)  Diversity, Equity, and Inclusion (DEI) |

Executive Bio

As a driven leader who tackles challenges with focus, innovation, and integrity, Luella Chavez D’Angelo is an impactful leader propelling strategic marketing and communications excellence. Serving as a change agent, she leads ESG and DEI initiatives integrated with communications to transform organizations. Luella’s talents in partnering with stakeholders result in impactful strategies for progressive growth and innovative outcomes.

Instilling a culture of belonging, Luella sets a strategic DEI framework to overcome biases and infuse equitable approaches. Taking ESG into account, she amplifies organizations’ cultures, infusing behaviors, values, and norms that expand into an inclusive and welcoming workplace. Combining communications and marketing strategy, Luella advances channel alliances, crisis communications, digital media messages, audience engagements, targeted marketing programs, and promotional efforts.

With a solution focus, Luella’s leadership has positively impacted the Colorado Inclusive Economy (CIE), US Olympic and Paralympic Committee (USOPC), University of Colorado (CU), and Western Union (WU). Luella has coupled ESG, CSR (Corporate Social Responsibility), DEI and communications throughout her career delivering innovative strategy while monitoring metrics that fuel initiatives and bottom-line and brand growth.

In her most recent position as Chief Executive Officer at Colorado Inclusive Economy (CIE), Luella leads the organization’s strategies, marketing, communications, programs, finance, HR, partnerships, fundraising, and membership development efforts. She developed a state-wide initiative in partnership with 150+ CEOs and organizations to propel diverse workforce opportunities and improve Colorado’s economy.

Previously Luella served as Chief Marketing and Communications Officer at the US Olympic and Paralympic Committee (USOPC) where she guided 40+ staff focused on marketing and communications initiatives. Luella oversaw stakeholder and government relations supporting athletes and partners. In addition, she served as a diversity champion and member of the C-Suite team.

Earlier in her career, Luella served as Vice President of Marketing at Centura Health, Vice Chancellor of Enterprise Development at the University of Colorado South Denver, Chief Global Communications Officer at Western Union, and Chief MarCom Officer at Denver Museum of Nature and Science.

Luella graduated with a Master of Business Administration (MBA) degree and a Bachelor of Business Administration (BBA) degree from the University of New Mexico. She has served on 11 boards of directors in volunteer, chair, and appointed roles. Luella has been honored with career awards and distinctions, such as the *Del Hock Award for Community Service from the* Denver Metro Chamber of Commerce. Luella and her family reside in the Denver metro and Silverthorne areas.

**Selected Board Assets**

***Leadership***

* Secured engagements with 150+ CEO’s and leaders for CIE, supporting a state-wide action using DEI strategies to create 10,000+ jobs enhancing and advancing Colorado’s public, private, and nonprofit workforce.
* Inspired, guided, and advanced the strategic planning process and monitoring of team and outcome success.
* Engaged and partnered with board of directors at Western Union, CIE, Delta Dental, and Denver Scholarship Foundation.
* Boosted CU South Denver offerings by overseeing P&L management, finance, communications, marketing, HR, government relations, academic program development, and business operations.
* Served in the C-suite executive team at Western Union overseeing international internal and external communications and marketing strategies. Led a team of 60 global staff.
* Safeguarded Western Union’s brand as company spokesperson engaging key partners, donors, media, reporters, leaders, government officials and shareholders.

***Communications & Marketing***

* Captured awareness for USOPC by developing marketing and communications strategies with detailed action plans, including internal messages, crisis communications, media and public relations, and advertising.
* Optimized awareness and community engagement for USOPC by leading digital and traditional channel efforts.
* Directed USOPC’s innovative content development is used for a website refresh, SEO enhancements, targeted social media messages, and optimized web traffic, elevating Athlete, and the organization’s visibility.
* Reduced Centura Health’s costs by transforming marketing and communications teams and integrating 18 independent locations into one unified department.
* Expanded Western Union awareness by securing 1,500+ positive media placements, including top publications such as Bloomberg, Wall Street Journal, Reuters, and the financial Times.
* Engaged target audiences by revitalizing and transforming Western Union’s narrative and brand promise.

***DEI & ESG***

* Fueled Colorado workforce programs by working with DEI experts to develop strategic partnerships.
* Influenced Colorado’s workforce DEI understanding and engagement with CIE partners by building workforce programs, sessions, and resources for Colorado employers.
* Safeguarded CIE’s and USOPC’s ESG collective conscientiousness through metric-driven calculated CSR programs and communication messages.
* Enhanced Western Union’s social responsibility increasing partner affiliations and supporting over 1,200 NGO’s.
* Championed Western Union’s DEI and thought leadership in areas such as immigration, global payments, financial inclusion, education access, and reputation brand management.