

Celina G. Benavidez
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Resume

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Summary

My career demonstrates a successful record as a business owner of Celina Inc. and extensive experience in all levels of project and organizational management with the Colorado Department of Transportation. Over the past 26 years including my role as Director of the Division of Administration, I held one of the most senior of the Department's management positions.

- Business Development / Negotiations
- Program Strategies / Implementation
- Policy Development / Research
- Governmental Affairs
- Public Involvement/Outreach
- Proposal / Presentations
- Administrative Operational Budgets
- Staff Development / Training
- Public Relations / Surveys
- Client Development
- Human Resources

Professional Experience

Celina Inc.

June 2009 – Present

Celina Benavidez has owned and operated Celina Inc. a Call Center and Business Operations company since 2009. The company is in Five Points Business District in Denver, Colorado. Ms. Benavidez holds a financially powerful business position by being qualified for the United States small business programs. The small business programs certified Ms. Benavidez for multi-millions of dollars in local, state and federal contracts. She has carved out business opportunities both the public and private sectors as a qualified economic disadvantaged minority women owned business enterprise.

Currently Celina Inc. manages and operates Tier I-II calls for the City and County of Denver Parking Ticket Agency. The fully staffed Call Center for Ticket Management, supports customers who need to navigate through the ticket payment or dispute process for the City and County of Denver. To date, ticket calls range from 7,000-8,000 calls per month with demand for full customer email response regarding ticket status and payment. Further the Call Center supervisor role is to work and solve difficult disputes with customers.

Recently, the company managed and operated the Smart Card Program for Denver Regional Transportation District for five years. The Customer Service Center managed Tier I, Tier II, and Tier III calls and an integrated web portal system. Call center agents managed all customer account orders and the customer service center produced over 135,000 Smart Cards for Metro Denver transit customers. The Customer Service Center managed smart card credit card payments and cash transactions. The Customer Service Center produced, mailed, and provided courier services for the smart card program.



Colorado Department of Transportation – Director, Division of Human Resources & Administration
January 1994 – November 2009

As the former Director for the Division of Human Resources & Administration, I reported directly to the Department’s Executive Director.

Responsibilities included:

- Managing a \$24 million budget for CDOT
- Supervising five (5) managers with a total of 180 staff members
- Oversight of Department Procurement activities (\$385 Million annually), Human Resource activities (all aspects of hiring, training, retaining, compensation, personnel actions for 3,217 employees), Small Business Programs, Disadvantaged Business Programs, Federal/State Programs, Risk Management, Central Records, Accounting Department, and Facilities Management for the 162,000 square feet CDOT Headquarters Complex

Key Duties:

- Development of administrative budget requests and plan for the Colorado Department of Transportation Commission review and funding.
- Presentation of budget and administration program to the Joint Budget Committee of the Colorado Legislature and elected officials.
- Production of annual plans for the appropriated budget of Administration and establishment of performance measures for all programs.
- As Appointing Authority, was responsible for exercising final authority for personnel processes including new hire, termination and final decisions regarding state personnel rules for the Division. In addition, as Approving Authority, responsible for oversight of numerous federal and state consulting contracts more than \$1 million in direct Federal funding.
- Support the Chief Engineer’s objectives and serve as a direct member of the Department’s Executive Management Team. I was delegated as the Executive Director for the Department as required.

Colorado State Representative House District 5

January 1990 – January 1994

Served two terms in the Colorado State Legislature for Colorado’s House District Five

Key Accomplishments:

- Member of the House Education and Judiciary Committee
- Prepared numerous legislative bills and authored the successful “Stalking Bill” for Colorado.
- Reviewed Higher Education budgets including annual reviews.
- Served on the National Council for State Legislator “Energy” Committee.
- Reviewed Colorado State Budget for adoption and approval.
- Worked on interim budget committee for State agencies including Department of Corrections and Higher Education.
- Served on the University of Colorado at Boulder President’s review committee on college polices and practices.

Colorado Department of Transportation – Manager, Equal Opportunity, Civil Rights Section
1979 - 1990

Managed the Department of Transportation’s Federal Civil Rights Programs. Ensured statewide civil rights compliance. Administered units’ budget and professional civil rights staff. Acted as lead for the Department of Personnel issues regarding Federal Title VII and Title VI Programs. Administer Federal Contracts for the Department. Provided civil rights policy direction for the department.

Education: Graduate, South High School, Denver
Colorado University of
Albuquerque-1979
B.S. Business
Harvard – 1994
John F. Kennedy School of Government
Senior Executive Program

Managerial Qualifications (Executive Core Qualifications) – Mandatory:

Leading Change:

As Director for the Division of Human Resources & Administration (DOHRA) for the Colorado Department of Transportation (CDOT), I was responsible for providing overall leadership, coordination, and implementation of the CDOT's Administrative and Human Resource programs and operations. I directed and managed over 180 employees, although over the years that number exceeded 300. I administered a Division budget of \$24 million. In addition, I oversaw the contract and procurement activities of goods and services that exceeded \$300 million dollars. I directed numerous CDOT Administrative Programs including

- Human Resource Department
- Procurement Department
- Office of Risk Management
- Civil Rights Programs
- Facilities Management
- Records Management Program
- Facility complex
- Print Shop and related programs
- Construction Bid Documents Production and Sales
- Visual Communication Program and related projects

Leading People:

As Director of DOHRA I led the Division's effort to recognize the need to develop CDOT's "new leaders" in management positions at the Colorado Department of Transportation. In collaboration with other Senior Executive Team members, I directed efforts to design and obtain funding for several critical leadership and supervisory training programs. The first Supervisory Training program required approval and funding through Colorado's Transportation Commission. Through my work on this project, and after my presentation to the Transportation Commission at their monthly meeting, the program won approval. The program provided all managers and supervisors with an intensive and mandatory program that includes core classes in communication, diversity, workplace violence, core competencies and understanding of Federal program requirements including civil rights. The training truly provided managerial and supervisory staff with the tools to effectively lead the CDOT workforce.

Results Driven:

As Director of DOHRA, I developed a quality small business development program including the U.S. DOT Disadvantaged Business Enterprise (DBE) Program and a unique State Race Neutral business development program known as the Emerging Small Business (ESB) Program. I met with the manager within my Division responsible for the Civil Rights programs at CDOT and provided the support and motivation that helped develop the department's plan and strategies. I then communicated the plan to our Executive Management Team, Transportation Commission, and leaders in Colorado's Highway Construction industry and won full support for ensuring equitable participation from small and disadvantaged businesses on CDOT projects. The efforts proved successful with CDOT meeting and exceeding goals. More importantly the quality and quantity of the contractor base increased and provided CDOT with more competitive bids that exhibit the highest quality and safety.

As DOHRA's Director, I was personally responsible for leading the efforts to increase the funding levels receive from the U.S. Department of Transportation/FHWA in OJT and DBE Supportive Services Funds. I guided my staff in the effective use of provisions within ISTEA and SAFETEA-LU, to develop and fund Colorado's On the Job Training (OJT) program. The first of its kind in Colorado and the nation, this project allowed CDOT to join with a Faith-based community organization (the Northeast Denver Ministerial Alliance), State Community Colleges, and grassroots community-based organizations to recruit/train/place non-traditional applicants in the Highway Construction workforce. I worked and led efforts among Colorado's ethnic communities, business sector, government agencies, elected officials and CDOT executive management to support and submit a request for funding of that OJT program. The Faith Based initiative received full funding for three years and placed numerous applicants in transportation jobs. The program included Life Skills training as well as hands-on construction training which are critical to developing our trainees into quality job applicants. My insistence on results, helped put this program in the forefront of the industry. It was important that staff comprehended my vision and through coaching and mentoring, they were successful in developing a successful program that was effectively implemented into policy.

During my tenure as Director of DOHRA, I had responsibility for oversight and management of CDOT's cash management program. During that time, I oversaw the development and implementation of an automated On-Line Timesheet application which has saved the Department thousands of dollars each year since its inception. The system was designed in-house, under my direction, also saving the Department over \$50,000 in programming fees. This system provided the Department with valuable daily budgetary and project data. It was my responsibility to oversee and ensure effective implementation of CDOT's Premium Payment Program in the areas of our State fleet management, public safety, Department of Law and Natural Resources. In this past position, I had responsibility for the administration of a Performance Pay system for approximately 200 Division employees and the overall pay and benefits program, including payroll, for over 3,000 CDOT employees.

Finally, I led the effort to establish CDOT's Human Resource Legal unit which worked with me to close and negotiate settlements on all significant personnel actions with CDOT. When necessary, I acted on behalf of the Department's Executive Director to reach exit settlement with personnel.

In my former role as an elected official in the Colorado State Legislature, **Colorado State Representative for House District 5**, I was the author of Colorado's first law to protect victims of "stalking." This bill was extremely important legislation that needed a determined Legislator to carry the bill. The resulting "Stalking" bill, received national attention and resulted in legislation which protected persons who were being harassed and intimidated. Through my work with health officials in Colorado and across the nation, police departments, and citizens including victims of stalking, we gathered tremendous support and personal testimony before the State of Colorado House Judiciary committee. Because of all the work, the bill passed unanimously and has since provided the citizens of Colorado with a significant tool to protect themselves from harassment and fear.

As **Colorado State Representative for House District 5**, I was responsible for ensuring that the State's overall State Department Budget was fiscally responsible and met the Legislature's intent and had approval for expenditures within 14 State Agencies and 30,000 employees. In my role as State Legislator, I reviewed and approved the State's Annual Education Plan and Budget for K-12 and Higher Education Institutions for the State of Colorado. I was asked to serve as an Advisory Board member for the University of Colorado by the University's President on Programs related to Student outreach, recruitment and programs.

Knowledge, Skills and Abilities:

Knowledge of Federal, State, and local procurement policies and procedures including minority business development:

As Director of the Division of Administration and Human Resources (DOHRA) for the Colorado Department of Transportation (CDOT), I had direct knowledge of and experience with Federal, State and Local procurement processes. One of my areas of responsibility was management of the CDOT Center for Equal Opportunity. This Center housed the Disadvantaged Business Enterprise (DBE) Program and the Emerging Small Business (ESB) Program. Both programs exist to assist small businesses in the process of obtaining highway-related prime and subcontracts. These contracts involve Federal, State and local entity funds and can entail construction, design and many other business areas. The services provided under my leadership included training in marketing, finance, business management, contract management and many other areas. In my former role, I communicated to internal and external stakeholder's, minority and women-owned small business programs, conducted press conferences as well as training sessions for top level government managers in Federal DBE programs.

During my administration, I developed an Outreach Program for Disadvantaged Businesses. I worked to obtain funding for the Colorado Department of Transportation Commission budget process. I was awarded funding for Outreach Program located in the Denver Five Point District. I developed a technical assistance program to aid contractors and vendors. Assistance included lending, banking, financing, bonding assistance, project management and staff support.

Knowledge of Business development, management and technical assistance:

I personally provided, and managed staff which provided technical assistance to businesses in developing business plans for doing work with the local governmental agencies, the Colorado Department of Transportation as well as the federal Department of Transportation. I have for many years both developed and managed the development of technical assistance programs for emerging, small and disadvantaged business throughout the state of Colorado. The program I managed certified all small businesses who did work for state government on Federal Assisted projects. My responsibility included the review and certification for the Federal Good Faith Efforts review process. Under my authority, I reviewed detailed project budget documents for compliance with Federal established goals for small businesses doing work with the Colorado Department of Transportation. My duties included providing to the Federal Government a yearly Disadvantaged Business program plan. I was responsible for a three-million-dollar grant for the Business Program and full oversight for the selection and administration of small businesses in the program.

Knowledge and experience in developing and implementing business plans:

I was responsible for developing an annual business plan and evaluation metrics for a fourteen-million-dollar Department budget within the Colorado Department of Transportation. I was responsible for presenting the budget request as well as the business needs to the Joint Budget Committee of the Colorado State Legislature. I had direct knowledge in preparing small business plans for small businesses and have given assistance to small businesses for over 10 years.

Knowledge of and experience in developing and implementing marketing campaigns:

Over the years, I have worked on marketing campaigns to promote disadvantaged businesses to the highway design and construction industry. These campaigns focused attracting prime contractors to establish business relationships with and to hire DBE's for highway-related work. In the past I developed an internet-based outreach and communication tool which is extensively utilized by DBE's to learn about business opportunities in Transportation work. I have conducted workshops, developed media packets and publications for DBEs who are doing business with Government. On the national level I have participated in National initiatives to market federal and state Civil Rights programs on all federal transportation projects and programs.

Experience in multi-year, multi-million dollar projects:

As the Director, DOHRA it was my responsibility to manage the emergency disaster program for the Department Headquarters complex as well as an emergency program for our 3,000 employees when disasters occur in Colorado. My duties have included on-the-scene response to community leaders, family and the media regarding employee and facilities emergencies and issues. I responded during emergency incidents, including an armed assault at a CDOT facility which included multiple gunshot injuries and two fatalities.

I administered the safety program for Headquarters regarding response to Homeland security issues. I have worked to respond to the Avian Flu plan for the workforce as well as other health-related issues such as Legionnaires disease.

I managed the budget and program delivery of a multi-million-dollar effort to support CDOT's Small Business and Disadvantaged Business Enterprise (DBE) construction programs. I communicated to leadership on federal, state and local levels about these programs.

I managed my Division's \$24 million budget and had direct responsibility to produce results on time and within budget. I reported the results to elected officials and to our Transportation Commission. My program responsibilities included Procurement, Contracts, Human Resources, Facilities Management, Printing, Video, Photography and Graphic Arts production, Building Security (access control and I.D. badges), and personnel and human resources information management systems. In the past I have been responsible for all Accounting and Payroll functions as well as CDOT's Information Technology Office.

I served as the chair for the American Association of Transportation Official committee on civil rights.

As an elected official I was responsible, at the highest level, for developing legislation that created a sixty-four-million-dollar prison and associated administrative support. My responsibilities included communicating, through the media, the need for the increase in spending and justification to the General Assembly.

I have been an elected official who worked with Senate Speakers House leadership to pass critical legislation on State budgets and programs. As an elected official and committee member of House Education I worked to establish some of the first legislation on Charter School funding for the State of Colorado.