

• **Carolyn A. Berg**

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<u>Berg</u>		<u>Carolyn</u>		<u>A</u>
Last Name		First Name		Middle Initial
<u>830 S Shore Dr.</u>		<u>Individual</u>	<u>Florida</u>	<u>33141</u>
Home Address		City	State	Zip Code
<u>786 525 1391</u>		<u>305 865 0555</u>	<u>bergcarolina@gmail.com</u>	
Cellular	Work	Home	Email Address	

Business Name: _____ Occupation: _____

Business Address	City	State	Zip Code
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Please list your preferences in order of ranking [1] first choice [2] second choice, and [3] third choice. **Please note that only three (3) choices will be observed by the City Clerk's Office.** (Regular Boards of City)

- Choice 1: Normandy Shores Local Government Neighborhood Improvement
- Choice 2:
- Choice 3:

Professional License

No Professional Licenses Submitted.

Note: If you are seeking appointment to a professional seat (e.g. attorney, architect, etc.), you must attach a copy of your currently effective corresponding professional license.

★ **Note:** If applying for the At-Large position of the Historic Preservation Board, please answer the below questions:

- Have you ever resided in one of the City's Historic Districts for at least one year? Yes

No Address in City Historic District submitted.

AFFILIATION WITH THE CITY OF MIAMI BEACH

Pursuant to City Code section 2-22(4) a, b and c: Members of Agencies, Boards, and Committees shall be affiliated with the city. This requirement shall be fulfilled in the following ways:

- a. Resident of the City for a minimum of six (6) months: Yes
- I am resident of: N/A
- Or
- b. Demonstrate an ownership interest in a business established in the City for a minimum of six (6) months: No
- "Ownership Interest" shall mean the ownership of ten percent (10%) or more (including the ownership of 10% or more of the outstanding capital stock) in a business.*
- "Business" shall mean any sole proprietorship, sponsorship, corporation, limited liability company, or other entity or business association.*
- Or
- c. Full-time employee of such a business (for a minimum of six months); and I am based in an office or other location of the business that is physically located in Miami Beach (for a minimum of six months): No
- Notwithstanding the requirements set forth herein, the qualified full-time employee of a business must be approved by a 4/7th vote of the Mayor and City Commission.*

NOTE: Members of Agencies, Boards, and Committees shall be required to demonstrate compliance with the City affiliation requirements of section 2-22 (4) a and b of the Miami Beach City Code by executing an affidavit, stipulating that they have met either (or both) of said affiliation requirements. The original affidavit shall be filled with the Office of the City Clerk prior to being sworn in as a member.

- I am applying for an appointment because I have special abilities, knowledge and experience. Please list below:
I have been a Board member of the Normandy Shores Home Owner's Association for over 10 years. During that time, I have worked diligently to improve the quality of life of the residents of our community of 350 homes and have actively participated in many meetings that affect residents of North Beach

- Are you presently a registered lobbyist with the City of Miami Beach? No
- Have you ever been convicted of a felony: No If yes, please explain in detail:

- Do you currently have a violation(s) of City of Miami Beach codes: No If yes, please explain in detail:

- Do you currently owe the City of Miami Beach any money: No If yes, please explain in detail:

- Are you currently serving on any City Boards or Committees: No If yes, which board?

- In what organization(s) in the City of Miami Beach do you currently hold membership in?

No Organization Information Submitted.

- List the address of all properties owned or in which you have an interest within the City of Miami Beach:

Property

My personal home (830 S. Shore Drive, Miami Beach - purchased in 2002)

- Are you now employed by the City of Miami Beach: No If so, which department and title?

● **Pursuant to City Code Section 2-25 (b):**

Do you have a parent, spouse, child, brother, or sister who is employed by the City of Miami Beach?

No

If "Yes", identify person(s) and department(s):

No relative's information submitted.

NOTE: IF APPOINTED, YOU WILL BE REQUIRED TO FOLLOW CERTAIN LAWS THAT APPLY TO CITY BOARD/COMMITTEE MEMBERS. THESE LAWS INCLUDE, BUT ARE NOT LIMITED TO:

- Prohibition from directly or indirectly lobbying city personnel (Miami Beach City Code section 2-459).
- Prohibition from contracting with the city (Miami-Dade County Code section 2-11.1).
- Prohibition from lobbying before board/committee you have served on for period of one year after leaving office (Miami Beach Code section 2-26)
- Requirement to disclose certain financial interests and gifts (Miami-Dade County Code section 2-11.1).
- Sunshine Law - Florida's Government-in-the-Sunshine Law was enacted in 1967. Today, the Sunshine Law regarding open government can be found in Chapter 286 of the Florida Statutes. These statutes establish a basic right of access to most meetings of Boards, Commissions, and other governing bodies of state and local governmental agencies or authorities.
- Voting conflict - Form 8B is for use by any person serving at the county, city, or other local level of government on an appointed or elected Board, Council, Commission, Authority, or Committee. It applies equality to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143. Florida Statutes.

BOARD & COMMITTEE FINANCIAL ACKNOWLEDGEMENT STATEMENT

Acknowledgement of fines/suspension for Board/Committee Members for failure to comply with Miami-Dade County Financial Disclosure Code Section 2-11.1(i)(2)

I understand that no later than **July 1, of each year** all members of Boards and Committees of the City of Miami Beach, including those of a purely advisory nature, are required to comply with Miami-Dade County Financial Disclosure Requirements.

One of the following forms **must be filled** with the City Clerk of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida, no later than 12:00 noon of **July 1, of each year**:

1. A "Source of Income Statement;" or
2. A "Statement of Financial Interests (Form 1)" ;" or
3. A Copy of your latest Federal Income Tax Return.

Failure to file one of these forms, pursuant to the Miami-Dade County Code, may subject the person to a fine of no more than \$500, 60 days in jail, or both.

¹ Members of the Planning Board and Board of Adjustment will be notified directly by the State of Florida, pursuant to F.S. §112.3145(1)(a), to file a Statement of Financial Interests (Form 1) with the Miami-Dade County Supervisor of Elections by 12:00 noon, July 1. Planning Board and Board of Adjustment members who file their Form 1 with the County Supervisor of Elections automatically satisfy the County's financial disclosure requirement as a Miami Beach City Board/Committee member and need not file an additional form with the Office of the City Clerk. However, compliance with the County disclosure requirement does not satisfy the State requirement.

DIVERSITY STATISTICS REPORT

The following information is voluntary and has no bearing on your consideration for appointment. It is being asked to comply with City diversity reporting requirements.

Gender: Female

Race/Ethnic Categories
What is your race? White

Are you Spanish/Hispanic/ Latino? Mark the "No" box if not Spanish / Hispanic / Latino. Yes

Other Description: No details provided

Physically Challenged: No

Board and Committee Application Checklist: Please ensure you have provided all information before applying or reapplying to any Board and Committee.

- YES I have answered all questions fully.
- YES I have uploaded a current resume, photograph, and a copy of any applicable professional license.
- YES I have completed and attached the Board & Committee Financial Acknowledgment Statement.
- YES I have completed and attached the Diversity Statistics Report.

If you have any questions, please contact the Office of the City Clerk via email: BC@miamibeachfl.gov or telephone: 305.673.7411

Note: Florida Statutes 119.071: The role of the Office of the City Clerk is to receive and maintain forms filed as public records. If your home address, telephone numbers, and/or photograph are exempt from disclosure and you do not wish your home address, telephone numbers, and/or photograph to be made public, please:

- 1) Use your office or other address for your mailing address;
- 2) Use your office or other telephone number for your contact number; and
- 3) Do not attach a photograph.

I HEREBY ATTEST TO THE ACCURACY AND TRUTHFULNESS OF THE APPLICATION; AND I HAVE RECEIVED, READ AND WILL ABIDE BY CHAPTER 2, ARTICLE VII, OF THE MIAMI BEACH CITY CODE, ENTITLED "STANDARDS OF CONDUCT FOR CITY OFFICERS, EMPLOYEES AND AGENCY MEMBERS AND ALL OTHER APPLICABLE COUNTY AND/OR STATE LAWS AND STATUTES ACCORDINGLY.

I Carolyn Berg agreed to the following terms on 2/22/2021 10:49:13 AM

Received in the City Clerk's Office by:

Name of Deputy Clerk

Control No.

Date

Senior Marketing, Sales & Business Development Executive

*Strategic Market Planning / Brand Marketing / Business Development /
High-Energy Sales / Relationship Building & Partnership Development*

Innovative, ambitious sales and marketing leader with a 20-year record of achievement in creating, implementing and directing strategic global marketing initiatives in a highly competitive healthcare market. Intuitive executive with acute business acumen and expertise in channel development and market penetration; excel at aligning core business values and vision to cultivate target audiences, enhance revenue and exceed growth goals. Solid history of success in defining and implementing company strategy, product marketing, brand management, sales, business development, brand, key account development and driving customer engagement. Fluent in English and Spanish, proficient in French and a basic comprehension of Portuguese.

Areas of Expertise:

- Strategic Planning & Implementation
- Team Recruitment, Training & Development
- Partner & Distributor Relationships
- Cross-Functional Leadership & Motivation
- Budgeting / Tracking/ Measuring ROI
- New and In-Line Product Growth Marketing
- Consumer and Partner Engagement
- Business Development/ Deals
- Omni-Channel Marketing and Campaigns
- Marketing Analytics / Data Interpretation

Professional Experience

Cipla USA – Miami, Florida – *Leading multinational Indian pharmaceutical company*

Head, U.S. Commercial and Business Development, Specialty Pharma (2016 - present)

Provide the commercial leadership for business development efforts in the neurology and respiratory fields, cultivating strategic customer relationships and partnerships to establish a specialty drug division in the U.S.

- Key member of core strategy team representing the CEO in identifying and evaluating in-licensing and acquisition opportunities to build the product portfolio for the U.S. specialty market
- Discover areas of unmet medical need, conduct in-depth commercial assessment of key stakeholders - physicians, patients, payers- and provide investment committee and Board with recommendations
- Executed and closed deals for in-licensing and out-licensing; managed partner relationships
- Oversee new product development and portfolio for specialty products division
- Key executive providing senior management insights into U.S. healthcare and market access insights

Cipla Ltd. – Miami, Florida - *Leading multinational Indian pharmaceutical company*

Commercial Division Head, Respiratory & Specialty Pharma, Americas (2013 - 2015)

Directed international marketing for U.S. and Latin America and implemented effective commercial strategies that exceeded region's annual sales/revenue goals of \$160 MM. Built and strengthened key business partnerships with distributors in the region. Identified new opportunities for growth by opening new markets and by expanding product line sales for generic, branded generic and hospital / institutional products lines. Led the commercial diligence efforts and increased company margins through portfolio selection and optimization.

- Provided marketing leadership and training to region partners that resulted in increased sales; established effective cross-functional teamwork between partners and headquarter support functions
- Utilized leadership skills to build strong distributor relationships and opened up new markets by negotiating and closing a technology transfer deals worth \$45 MM

...continued...

Jeffrey Group – Miami, Florida – *Largest independent marketing & communications agency for global brands*
Group Healthcare Director, Key Accounts and New Business Development (2010 - 2012)

Led the agency's healthcare practice, aggressively growing the agency's revenues and client base through customer loyalty and winning critical new large accounts by effective business pitches. Developed account teams' capabilities to support new business and growth opportunities.

- Managed an account team that exceed client expectations and business metrics, creating positive customer experiences and fostering customer loyalty among client base
- Created personalized, innovative traditional and digital B2C and HCP marketing and branding campaigns by translating key customer and influencer insights into actionable growth strategies
- Clients included Abbott, Bayer, EMD Serono, Novartis, Pfizer, Roche, Vertex and United Healthcare

Avansa Consulting, LLC– Miami, Florida – *Strategic marketing consulting agency, self-employed*
Business and Growth Marketing Consultant (2007 - 2010)

Provided strategic business and marketing services to healthcare, pharmaceutical and medical device clients. Led and executed initiatives and projects to promote brand and product awareness on clients' behalf.

- Developed marketing and brand strategies, including medical and clinical strategies, that achieved value targets and specific client objectives for wearable health and pharmaceutical technology clients
- Championed the launch of new products for Teva in Brazil and Mexico by conducting market analysis, financial forecasting and collaborating with the relevant internal commercial and operation leads
- Leveraged industry and customer networks to develop a pipeline of new business opportunities

Teva Respiratory – Miami, Florida – *Global leader of generic drugs and specialty pharmaceuticals*
Product Director, Marketing (2004 - 2007)

Drove and executed the company's commercial strategy for the branded respiratory line, resulting in a highly successful launch and a five-fold increase in sales from \$100 to \$550 million in a three-year period.

- Spearheaded the launch of two new blockbuster pharmaceutical products, closely collaborating in all strategic matters with key partners in the organization: trade/pharmacy relations, market access and managed care negotiations, sales training, R&D, clinical, medical and regulatory affairs
- Created and executed out-of-the-box strategies to drive patient and consumer engagement and brand awareness and built strategic relationships with KOLs, physicians, medical associations and health organizations
- Drove alignment across marketing and sales by fostering effective teamwork and motivating teams to go the extra mile; delivered financial metrics for appropriate resource investment for all programs

j2 Global Communications – Miami, Florida – *Market leader in messaging solutions for SMBs and enterprises*
Director / Senior Marketing Manager (2001 - 2003)

Oversaw all aspects of the marketing department, building a new department for a start-up technology company, providing leadership and training to create effective strategies that resulted in the company becoming the #3 player in internet communications solutions within 3 years.

- Developed a web-based lead generation program for B2C and a reseller customer loyalty program for B2B, created campaign strategy and implemented for multi-channel campaigns (web, direct mail, email). Scaled the campaigns based on learnings and ROI opportunities
- Implemented Salesforce CRM tool for sales team and provided cross-functional leadership to sales, customer service and web development teams
- Managed a 4-person marketing and design team that created in-house company branding, messaging, collateral, briefs, customer case studies and web content
- Led integration of messaging solutions for Microsoft Office

Merck & Company, Inc. – World's 7th largest research-intensive biopharmaceutical company**Marketing and Sales Director** – Santiago, Chile

Directed and implemented the strategic commercial plan for a newly created subsidiary and increased sales three-fold over a 3-year period. Effectively managed and grew an 80-person sales team and marketing team.

- Planned and implemented innovative sales and marketing campaigns (traditional and direct to consumer) to launch of over 10 new products spanning 8 different therapeutic lines,
- Manage strategic engagement teams at the regional and global levels

Regional Marketing Manager – San Jose, Costa Rica

Drove the integrated product marketing planning process for 12 countries (Central America and Andean region) that grew sales and market share through effective collaboration and management of key stakeholders.

- Successfully out-paced competing products through innovative marketing programs

Marketing Associate, Latin America – Whitehouse Station, New Jersey

Developed and managed marketing programs for the region, conducting market research to identify new revenue opportunities, and analyzing behavior to determine physician and patient treatment trends.

- Collaborated with the Latin American managers, advocating and receiving increased marketing budgets and implementing the first region-wide physician education events and development of treatment guidelines

Professional Sales Representative – Baton Rouge, Louisiana

Implemented successful sales strategies to promote product line in territory, established strong relationships with key stakeholders to increase market share, created and executed a 5-year sales growth plan for the state.

- Exceeded sales targets by 30% over plan

Assistant Product Manager – Buenos Aires, Argentina (6-month paid internship)

Supported efforts and initiatives to improve product marketing for cardiovascular product line.

Education and Credentials

Master of Business Administration (IMBA) - Moore School of Business, University of South Carolina

Bachelor of Arts in Journalism/Public Relations and B.A. in French - University of Texas at Austin

Certificate in E-Commerce - British Columbia Institute of Technology

Certificate in Medical Writing - American Medical Writer's Association

Professional Associations and Volunteer Work:

Take Stock in Children – Miami Dade County Public Schools, Volunteer Mentor (2017-Current)

Healthcare Businesswomen's Association, Global Ambassador Committee (2013-Current)

North Shore Homeowner's Association, Board member / City Volunteer (2010-Current)

American Medical Writer's Association/AMWA Florida, Past Committee Lead

Austin Chamber of Commerce, Past Committee Coordinator and designer of the marketing campaign:

"Austin – An Emerging International City"

Publications:

"Pharmacopeial Standards for the Subdivision Characteristics of Scored Tablets", co-author, *Pharmacopeial Forum* 2009; 35(6):1598-1612.



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- **Patricia Henao-van Beek**

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<u>Henao-van Beek</u>		<u>Patricia</u>		
Last Name		First Name		Middle Initial
<u>1145 Bay Drive</u>		<u>Miami Beach</u>	<u>FL</u>	<u>33141</u>
Home Address		City	State	Zip Code
<u>+1 7862029102</u>	<u>+17862029102</u>	<u>+1 7862029102</u>	<u>pattyhenao@gmail.com</u>	
Cellular	Work	Home	Email Address	
<u>Enabling Resources Consultancy</u>		<u>Project Management Instructor</u>		
Business Name:		Occupation:		
<u>1145 Bay Drive</u>		<u>Miami Beach</u>	<u>FL</u>	<u>33141</u>
Business Address		City	State	Zip Code

Please list your preferences in order of ranking [1] first choice [2] second choice, and [3] third choice. **Please note that only three (3) choices will be observed by the City Clerk's Office.** (Regular Boards of City)

Choice 1: Transportation, Parking and Bicycle-Pedestrian Facilities Committee

Choice 2:

Choice 3:

Professional License

License	Number	Issuance Date	Expire Date
Project Management Professional (PMP)	228082	5/12/2005	5/11/2024
IAF Certified Professional Facilitator (CPF)	RC416	3/12/1999	3/23/2021

Note: If you are seeking appointment to a professional seat (e.g. attorney, architect, etc.), you must attach a copy of your currently effective corresponding professional license.

★ **Note:** If applying for the At-Large position of the Historic Preservation Board, please answer the below questions:

- Have you ever resided in one of the City's Historic Districts for at least one year? Yes
No Address in City Historic District submitted.

AFFILIATION WITH THE CITY OF MIAMI BEACH

Pursuant to City Code section 2-22(4) a, b and c: Members of Agencies, Boards, and Committees shall be affiliated with the city. This requirement shall be fulfilled in the following ways:

- a. Resident of the City for a minimum of six (6) months: Yes
- I am resident of: North Beach
- Or
- b. Demonstrate an ownership interest in a business established in the City for a minimum of six (6) months: Yes
- "Ownership Interest" shall mean the ownership of ten percent (10%) or more (including the ownership of 10% or more of the outstanding capital stock) in a business.*
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- c. Full-time employee of such a business (for a minimum of six months); and I am based in an office or other location of the business that is physically located in Miami Beach (for a minimum of six months): No
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- I am applying for an appointment because I have special abilities, knowledge and experience. Please list below:
I am applying for an appointment to the Transportation Committee because I would like to have more influence on the transportation options we have in Miami Beach. When we arrived in Miami Beach, after living in Amsterdam for 18 years my kids - then 16- refused to ride a bike in our streets. It wa

- Are you presently a registered lobbyist with the City of Miami Beach? No
- Have you ever been convicted of a felony: No If yes, please explain in detail:

- Do you currently have a violation(s) of City of Miami Beach codes: No If yes, please explain in detail:

- Do you currently owe the City of Miami Beach any money: No If yes, please explain in detail:

- Are you currently serving on any City Boards or Committees: No If yes, which board?

- In what organization(s) in the City of Miami Beach do you currently hold membership in?

No Organization Information Submitted.

- List the address of all properties owned or in which you have an interest within the City of Miami Beach:

Property

1145 Bay Drive (my primary home, I am a full-year resident)

- Are you now employed by the City of Miami Beach: No If so, which department and title?

• **Pursuant to City Code Section 2-25 (b):**

Do you have a parent, spouse, child, brother, or sister who is employed by the City of Miami Beach?

No

If "Yes", identify person(s) and department(s):

No relative's information submitted.

NOTE: IF APPOINTED, YOU WILL BE REQUIRED TO FOLLOW CERTAIN LAWS THAT APPLY TO CITY BOARD/COMMITTEE MEMBERS. THESE LAWS INCLUDE, BUT ARE NOT LIMITED TO:

- Prohibition from directly or indirectly lobbying city personnel (Miami Beach City Code section 2-459).
- Prohibition from contracting with the city (Miami-Dade County Code section 2-11.1).
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- Requirement to disclose certain financial interests and gifts (Miami-Dade County Code section 2-11.1).
- Sunshine Law - Florida's Government-in-the-Sunshine Law was enacted in 1967. Today, the Sunshine Law regarding open government can be found in Chapter 286 of the Florida Statutes. These statutes establish a basic right of access to most meetings of Boards, Commissions, and other governing bodies of state and local governmental agencies or authorities.
- Voting conflict - Form 8B is for use by any person serving at the county, city, or other local level of government on an appointed or elected Board, Council, Commission, Authority, or Committee. It applies equality to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143. Florida Statutes.

BOARD & COMMITTEE FINANCIAL ACKNOWLEDGEMENT STATEMENT

Acknowledgement of fines/suspension for Board/Committee Members for failure to comply with Miami-Dade County Financial Disclosure Code Section 2-11.1(i)(2)

I understand that no later than **July 1, of each year** all members of Boards and Committees of the City of Miami Beach, including those of a purely advisory nature, are required to comply with Miami-Dade County Financial Disclosure Requirements.

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Failure to file one of these forms, pursuant to the Miami-Dade County Code, may subject the person to a fine of no more than \$500, 60 days in jail, or both.

¹ Members of the Planning Board and Board of Adjustment will be notified directly by the State of Florida, pursuant to F.S. §112.3145(1)(a), to file a Statement of Financial Interests (Form 1) with the Miami-Dade County Supervisor of Elections by 12:00 noon, July 1. Planning Board and Board of Adjustment members who file their Form 1 with the County Supervisor of Elections automatically satisfy the County's financial disclosure requirement as a Miami Beach City Board/Committee member and need not file an additional form with the Office of the City Clerk. However, compliance with the County disclosure requirement does not satisfy the State requirement.

DIVERSITY STATISTICS REPORT

The following information is voluntary and has no bearing on your consideration for appointment. It is being asked to comply with City diversity reporting requirements.

Gender: Female

Race/Ethnic Categories
What is your race? White

Are you Spanish/Hispanic/ Latino? Mark the "No" box if not Spanish / Hispanic / Latino. Yes

Other Description: No details provided

Physically Challenged: No

Board and Committee Application Checklist: Please ensure you have provided all information before applying or reapplying to any Board and Committee.

- YES** I have answered all questions fully.
- YES** I have uploaded a current resume, photograph, and a copy of any applicable professional license.
- YES** I have completed and attached the Board & Committee Financial Acknowledgment Statement.
- YES** I have completed and attached the Diversity Statistics Report.

If you have any questions, please contact the Office of the City Clerk via email: BC@miamibeachfl.gov or telephone: 305.673.7411

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- 1) Use your office or other address for your mailing address;
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- 3) Do not attach a photograph.

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I Patricia Henao-van Beek agreed to the following terms on 3/1/2021 7:14:42 PM

Received in the City Clerk's Office by:

Name of Deputy Clerk

Control No.

Date

PRESENTATION OF QUALIFICATIONS

PATRICIA HENAO PMP CPF CSM KMP

SUMMARY OF QUALIFICATIONS

Client-focused senior manager with broad-based experience in Portfolio, Program and Project Management, Systems Development & Implementation, Process Re-engineering, Productivity / Performance Management, Group Facilitation, Continuous Quality improvement and Instruction / Learning / Development

Results-Oriented manager with strong financial and organizational skills

- Managed (as an Interim Business Systems Manager) a portfolio of financial / ICT projects totaling approximately € 20 million (Financial Institution).
- Managed a Program and Project Support Office, responsible for the integrated view of a € 50 million portfolio of ICT projects (telecommunications and media)
- Managed the financial aspects of a Program including a \$115 million fixed-price systems development project and another \$50 million in task-order based projects.
- Responsible for financial aspects of an SLA totaling \$80 million/year.

Hands-on leader skilled in balancing strategy, corporate objectives, user requirements, and technology capabilities

- Managed and fully participated in the development of a Strategic Information Plan for a Dutch governmental agency.
- Managed a project to define the enterprise wide requirements for Relationship and Customer Management for a Dutch government agency. Facilitated all the requirements workshops.
- Managed a change project to implement a new organization (structure and roles), new processes and procedures, new systems (custom and off-the-shelf software modules), training to professionalize the staff and improve the end-to-end processes of a corporate actions department.

Creative Problem-Solver with a solid grasp of key business drivers and a track record of enhancing performance

- Developed and implemented applications to eliminate bottlenecks and track divisional performance metrics.
- Streamlined operations by facilitating, training, coaching and managing Total Quality Management teams/projects.

Engaging Trainer with a solid track record of successful instruction and coaching in PMP Exam Preparation, Project Management Fundamentals, and Total Quality Management. **Creative Facilitator** with a proactive facilitative approach adept at guiding participants to results and outcomes.

ACCREDITATIONS

06/2019	KMP - Kanban Management Professional- Lean Kanban University
06/2016	CSM - Certified ScrumMaster® - Scrum Alliance
04/2012	AgilePM® (Agile Project Management) Foundation Level - The APM (Association for Project Management) Group
01/2011	MSP® (Managing Successful Programmes) Foundation Level - The APM (Association for Project Management) Group
12/2005	PRINCE 2® Practitioner - The APM (Association for Project Management) Group (Expired)
12/2005	PRINCE 2® Foundation - The APM (Association for Project Management) Group (Expired)
05/2005	PMP® - Project Management Professional - PMI (Project Management Institute)
03/1999	CPF - IAF Certified™ Professional Facilitator– IAF (International Association of Facilitators)
02/1992	TQM Trainer (Continuous Quality Improvement) - First Class / Resource Engineering Inc

SUMMARY OF PROFESSIONAL EXPERIENCE

Enabling Resources Consultancy, Miami FL, US - Owner **03/2013 - Present**
Consultancy, Interim Management, Training & Coaching and Group facilitation Services.

Faculty Instructor, PM Trainer, Subject Matter Expert and Coach for RMC Learning Solutions Inc.

PRESENTATION OF QUALIFICATIONS

PATRICIA HENAO PMP CPF CSM KMP

- Enabling Resources Consultancy, Amsterdam, NL – Owner** **04/98 – 12/12**
 Managed custom software development, software implementations, business process change and management, software selection and procurement projects. Facilitated groups regarding Business Continuity, Requirements definition, JAD, Information Planning –strategy-, and Project Planning. Instructed groups in Event analysis and Project Management.
- Blue 5 Nederland, Amsterdam, NL – Owner / Partner** **08/09 – 09/12**
 Distributor and instructor (RMC Project Management Inc. courses)
- UPC, Schipol-Rijk, NL – Program and Project Office Manager** **10/05 – 05/06**
 Managed the newly created PMO supporting a portfolio of ICT programs and projects totaling € 50 million. Reporting to the VP, Governance and Planning
- Amsterdam Software Consulting, Amsterdam, NL Senior Project Manager** **06/95 - 03/98**
 Managed software development client server / projects.
- John Alden Financial Company, Miami FL, US Project Manager** **03/91 - 05/95**
 Managed projects as assigned. Promoted from Sr. Operations Research Analyst & Operations Research Analyst .
- Prior experience – Miami, Florida - Details made available on request.** **09/79 - 02/91**
 System One / Eastern, Citicorp Savings, Deloitte, KPMG, Coulter Electronics, and American Savings.

EDUCATION

- BS in Systems Analysis – University of Miami (FL)** **09/77 - 12/80**
 Emphasis on Management Science / Operations Research – achieved while working full time

Continuing Education

- 2019 Certified Kanban System Design (KMP I) – Excella / Lean Kanban University
- 2019 Certified Kanban Management Professional (KMP II) – Agile on the weekend / Lean Kanban University
- 2018 Service Design (Thinking) Fundamentals – DT Academy
- 2018 Service Design Thinking Facilitation – DT Academy
- 2017 Advanced Facilitation – The Facilitation Tutor
- 2016 How NASA builds teams – 4D Systems
- 2016 Certified ScrumMaster – 3Back
- 2010 MSP Foundation Distance Learning – SPOCE
- 2009 The Seven Separators of Great Facilitation – Leadership Strategies
- 2006 Power, Influence & Politics in Project Management - PMI
- 2005 Prince II Foundation Distance Learning – Key Results BV
- 2005 Prince II Practitioner – Key Results BV
- 2004 Program Management: A Strategic Decision Management Process - PMI
- 1999 DSDM Practitioners Course – FI academy

1979 – 1998 Made Available on request

VOLUNTEER WORK

- Food Rescue US** 09/19 – to date
- Project Management Institute Netherlands Chapter, The Netherlands**
- Board Member – Director Membership and Volunteers 01/10 – 01/11
 - 10TH PMI Benelux Day – Responsible for Speakers – all aspects – for this one-day congress 11/08 – 10/09
 - 6TH PMI Benelux Day – Responsible for Speakers – all aspects – for this one-day congress 11/05 – 10/06
 - 5TH PMI Benelux Day - Responsible for NL sponsorship for this one-day congress 11/04 – 10/05

Certificate of Completion

**THE CITY OF MIAMI BEACH LEADERSHIP ACADEMY
COMMUNITY RESOURCE AND OUTREACH PROGRAM**


Patricia Henao

Given in the City of **Miami Beach**, Florida

Spring 2014



Phillip Levine, Mayor



Jimmy L. Morales, City Manager



MIAMIBEACH

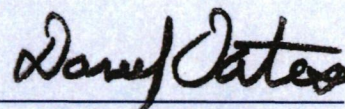
Certificate of Achievement

AWARDED TO

Patricia Henao-Van Beek

For participating in the Miami Beach Police Department's
"Citizens' Police Academy" Class #55 (January 7—March 25, 2015)
and in recognition of your efforts in promoting a better understanding between
the Police Department and our community.

Presented this 25th day of March 2015



Daniel J. Oates
Chief of Police



Granado, Rafael

From: Patty Henao <pattyhenao@gmail.com>
Sent: Monday, March 8, 2021 10:23 AM
To: Granado, Rafael
Subject: Re: Nomination to the North Beach Business Association Category)

[THIS MESSAGE COMES FROM AN EXTERNAL EMAIL - USE CAUTION WHEN REPLYING AND OPENING LINKS OR ATTACHMENTS]

I would be representing the Normandy Fountain Business Association.

Best
Patricia

On Mar 8, 2021, at 9:50 AM, Granado, Rafael <RafaelGranado@miamibeachfl.gov> wrote:

Good morning Ms. Henao-van Beek:

You were nominated by Commissioners Arriola and Samuelian to the below category.

In order to continue to process your nomination, please let me know to which North Beach Business Association you belong.

- **Patricia Henao-van Beek**
Nominated for **appointment** (North Beach Business Association Category) by Commissioners Arriola and Samuelian.
(Release # 1, Page X)

Regards,

<image001.png>

Rafael E. Granado, Esq., City Clerk
OFFICE OF THE CITY CLERK
1700 Convention Center Drive, Miami Beach, FL 33139
Tel: 305.673.7411 rafaelgranado@miamibeachfl.gov

We are committed to providing excellent public service and safety to all who live, work and play in our vibrant, tropical, historic community.

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- **Cindy Brown**

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<u>Brown</u>		<u>Cindy</u>		
Last Name		First Name		Middle Initial
<u>1873 NE 154 Street</u>		<u>Miami</u>	<u>Florida</u>	<u>33162</u>
Home Address		City	State	Zip Code
<u>(786) 210-0613</u>	<u>(305) 899-1587</u>	<u>(786) 210-0613</u>	<u>cenergymiami@gmail.com</u>	
Cellular	Work	Home	Email Address	
<u>Jewish Community Services of South Florida</u>		<u>Program Manager</u>		
Business Name:		Occupation:		
<u>610 Espanola Way</u>		<u>Miami Beach</u>	<u>Fl</u>	<u>33139</u>
Business Address		City	State	Zip Code

Please list your preferences in order of ranking [1] first choice [2] second choice, and [3] third choice. **Please note that only three (3) choices will be observed by the City Clerk's Office.** (Regular Boards of City)

Choice 1: LGBTQ Advisory Committee

Choice 2:

Choice 3:

Professional License

No Professional Licenses Submitted.

Note: If you are seeking appointment to a professional seat (e.g. attorney, architect, etc.), you must attach a copy of your currently effective corresponding professional license.

★ **Note:** If applying for the At-Large position of the Historic Preservation Board, please answer the below questions:

- Have you ever resided in one of the City's Historic Districts for at least one year? Yes

No Address in City Historic District submitted.

AFFILIATION WITH THE CITY OF MIAMI BEACH

Pursuant to City Code section 2-22(4) a, b and c: Members of Agencies, Boards, and Committees shall be affiliated with the city. This requirement shall be fulfilled in the following ways:

- a. Resident of the City for a minimum of six (6) months: No
 - I am resident of: N/AOr
- b. Demonstrate an ownership interest in a business established in the City for a minimum of six (6) months: Yes

"Ownership Interest" shall mean the ownership of ten percent (10%) or more (including the ownership of 10% or more of the outstanding capital stock) in a business.

"Business" shall mean any sole proprietorship, sponsorship, corporation, limited liability company, or other entity or business association.

Or
- c. Full-time employee of such a business (for a minimum of six months); and I am based in an office or other location of the business that is physically located in Miami Beach (for a minimum of six months): Yes

Notwithstanding the requirements set forth herein, the qualified full-time employee of a business must be approved by a 4/7th vote of the Mayor and City Commission.

NOTE: Members of Agencies, Boards, and Committees shall be required to demonstrate compliance with the City affiliation requirements of section 2-22 (4) a and b of the Miami Beach City Code by executing an affidavit, stipulating that they have met either (or both) of said affiliation requirements. The original affidavit shall be filled with the Office of the City Clerk prior to being sworn in as a member.

- I am applying for an appointment because I have special abilities, knowledge and experience. Please list below:
Long-time LGBTQ+ activist, former Miami Beach Gay Pride Director, Works full-time for Jewish Community Services at 610 Espanola Way.

- Are you presently a registered lobbyist with the City of Miami Beach? No
- Have you ever been convicted of a felony: No If yes, please explain in detail:

- Do you currently have a violation(s) of City of Miami Beach codes: No If yes, please explain in detail:

- Do you currently owe the City of Miami Beach any money: No If yes, please explain in detail:

- Are you currently serving on any City Boards or Committees: Yes If yes, which board?
LGBTQ Advisory Board

- In what organization(s) in the City of Miami Beach do you currently hold membership in?

Name	Position
MDGLCC Foundation - LGBT Visitor Center 1100 Washington Ave.	Board Member

- List the address of all properties owned or in which you have an interest within the City of Miami Beach:

No Owned Property Information submitted.

- Are you now employed by the City of Miami Beach: No If so, which department and title?

• Pursuant to City Code Section 2-25 (b):

Do you have a parent, spouse, child, brother, or sister who is employed by the City of Miami Beach? No

If "Yes", identify person(s) and department(s):

No relative's information submitted.

NOTE: IF APPOINTED, YOU WILL BE REQUIRED TO FOLLOW CERTAIN LAWS THAT APPLY TO CITY BOARD/COMMITTEE MEMBERS. THESE LAWS INCLUDE, BUT ARE NOT LIMITED TO:

- Prohibition from directly or indirectly lobbying city personnel (Miami Beach City Code section 2-459).
- Prohibition from contracting with the city (Miami-Dade County Code section 2-11.1).
- Prohibition from lobbying before board/committee you have served on for period of one year after leaving office (Miami Beach Code section 2-26)
- Requirement to disclose certain financial interests and gifts (Miami-Dade County Code section 2-11.1).
- Sunshine Law - Florida's Government-in-the-Sunshine Law was enacted in 1967. Today, the Sunshine Law regarding open government can be found in Chapter 286 of the Florida Statutes. These statutes establish a basic right of access to most meetings of Boards, Commissions, and other governing bodies of state and local governmental agencies or authorities.
- Voting conflict - Form 8B is for use by any person serving at the county, city, or other local level of government on an appointed or elected Board, Council, Commission, Authority, or Committee. It applies equality to members of advisory and non-advisory bodies who are presented with a voting conflict of interest under Section 112.3143. Florida Statutes.

BOARD & COMMITTEE FINANCIAL ACKNOWLEDGEMENT STATEMENT

Acknowledgement of fines/suspension for Board/Committee Members for failure to comply with Miami-Dade County Financial Disclosure Code Section 2-11.1(i)(2)

I understand that no later than **July 1, of each year** all members of Boards and Committees of the City of Miami Beach, including those of a purely advisory nature, are required to comply with Miami-Dade County Financial Disclosure Requirements.

One of the following forms **must be filled** with the City Clerk of Miami Beach, 1700 Convention Center Drive, Miami Beach, Florida, no later than 12:00 noon of **July 1, of each year**:

1. A "Source of Income Statement;" or
2. A "Statement of Financial Interests (Form 1)" ;" or
3. A Copy of your latest Federal Income Tax Return.

Failure to file one of these forms, pursuant to the Miami-Dade County Code, may subject the person to a fine of no more than \$500, 60 days in jail, or both.

¹ Members of the Planning Board and Board of Adjustment will be notified directly by the State of Florida, pursuant to F.S. §112.3145(1)(a), to file a Statement of Financial Interests (Form 1) with the Miami-Dade County Supervisor of Elections by 12:00 noon, July 1. Planning Board and Board of Adjustment members who file their Form 1 with the County Supervisor of Elections automatically satisfy the County's financial disclosure requirement as a Miami Beach City Board/Committee member and need not file an additional form with the Office of the City Clerk. However, compliance with the County disclosure requirement does not satisfy the State requirement.

DIVERSITY STATISTICS REPORT

The following information is voluntary and has no bearing on your consideration for appointment. It is being asked to comply with City diversity reporting requirements.

Gender: Female

Race/Ethnic Categories
What is your race? White

Are you Spanish/Hispanic/ Latino? Mark the "No" box if not Spanish / Hispanic / Latino. No

Other Description: No details provided

Physically Challenged: No

Board and Committee Application Checklist: Please ensure you have provided all information before applying or reapplying to any Board and Committee.

- YES** I have answered all questions fully.
- YES** I have uploaded a current resume, photograph, and a copy of any applicable professional license.
- YES** I have completed and attached the Board & Committee Financial Acknowledgment Statement.
- YES** I have completed and attached the Diversity Statistics Report.

If you have any questions, please contact the Office of the City Clerk via email: BC@miamibeachfl.gov or telephone: 305.673.7411

Note: Florida Statutes 119.071: The role of the Office of the City Clerk is to receive and maintain forms filed as public records. If your home address, telephone numbers, and/or photograph are exempt from disclosure and you do not wish your home address, telephone numbers, and/or photograph to be made public, please:

- 1) Use your office or other address for your mailing address;
- 2) Use your office or other telephone number for your contact number; and
- 3) Do not attach a photograph.

I HEREBY ATTEST TO THE ACCURACY AND TRUTHFULNESS OF THE APPLICATION; AND I HAVE RECEIVED, READ AND WILL ABIDE BY CHAPTER 2, ARTICLE VII, OF THE MIAMI BEACH CITY CODE, ENTITLED "STANDARDS OF CONDUCT FOR CITY OFFICERS, EMPLOYEES AND AGENCY MEMBERS AND ALL OTHER APPLICABLE COUNTY AND/OR STATE LAWS AND STATUTES ACCORDINGLY.		
I Cindy Brown agreed to the following terms on 2/22/2021 10:52:49 AM		
Received in the City Clerk's Office by:		
<hr/>		
Name of Deputy Clerk	Control No.	Date

MIAMI BEACH

City of Miami Beach
1700 Convention Center Drive
Miami Beach, Florida 33139

OFFICE OF THE CITY CLERK
Email: CC@miamibeachfl.gov
Telephone: 305.673.7411

AFFIDAVIT OF AFFILIATION WITH THE CITY OF MIAMI BEACH

STATE OF FLORIDA
COUNTY OF Miami-Dade

I am in compliance with the affiliation requirement of Miami Beach City Code Sections 2-22 (4), as (check (✓) all that apply):

- I am a resident of the City of Miami Beach for six months or longer.
- I have an ownership interest (for a minimum of six months) in a business established in the City of Miami Beach (for a minimum of six months).

X I am a full-time employee of a business (for a minimum of six months) and I am based in an office or other location of the business that is physically located in Miami Beach (for a minimum of six months).

"Ownership Interest" means the ownership of ten percent (10%) or more (including the ownership of 10% or more of the outstanding capital stock) in a business.

"Business" means any sole proprietorship, sponsorship, corporation, limited liability company, or other entity or business association.

Under penalties of perjury, I declare that I have read the foregoing document and that the facts stated in it are true.

[Signature]
Signature
Cynthia Brown

2/17/2021
Date

Printed Name

NOTARY

Sworn to (or affirmed) and subscribed before me, by means of physical presence or online

notarization, this 17th day of February, 2021 by _____

Cynthia Brown (City of Miami Beach Board/Committee Member).

Produced ID FL Drivers License
Form of Identification

[Signature]
Signature of Notary Public

(NOTARY SEAL)

Name of Notary, Typed, Printed, or Stamped



Charles J. DAgostin
NOTARY PUBLIC
STATE OF FLORIDA
Comm# GG168171
Expires 12/14/2021

Cindy Brown
1873 NE 154 Street
North Miami Beach, FL 33162
786.210.0613
cenergymiami@gmail.com

Summary

- 30 years' experience in event based project management, planning & development and fundraising.
- Ability to direct complex projects and events from concept to execution.
- Goal-oriented individual with strong leadership capabilities.
- Team Builder
- Organized, highly motivated, and detail-directed problem solver.
- Proven ability to work in unison with staff, volunteers, and boards of directors.
- Ability to work on multiple projects at the same time.
- Outstanding reputation with community influencers and elected officials
- Successful in building mutually beneficial relationships and collaborations with government agencies and non-profit organizations

Relevant Experience & Accomplishments

Management/Supervision

- Ran operations including facility for Miami-based contemporary performing arts organization
- Ran operations including facility for a public attraction, community space - public/private partnership
- Worked directly with Board of Directors on strategic & long-term planning
- Supervised and tasked interns and staff
- Recruited staff and volunteers with necessary skill sets to achieve goals
- Trained, supervised and evaluated staff, coached improvement management skills.
- Managed and developed a number of volunteers into goal-oriented, cohesive group.
- Coordinated multiple volunteer committees to achieve specific goals
- Successfully refined and implemented new projects including funding.

Finance/Budgeting/Funding

- With Finance committee, developed and oversaw budgets for mid-sized non-profit organizations
- Developed and ensured compliance with \$200,000+ budget for brand new event
- Managed day to day finance and accounting including grant development and compliance
- Prepared detailed reports for boards and committee detailing budget variances
- Wrote and presented corporate and foundation proposals and grants including interim and final reports
- Successful in soliciting in-kind vendors to address budget line items
- Grant compliance and reporting including government and Children's Trust grants

Event Management & Logistics

- Planned & executed events ranging in scope from large scale outdoor events to fundraising dinner w/ silent auctions
- Developed private, corporate & foundation proposals
- Managing multiple components and individuals to present a cohesive event
- Recruited and managed vendors both paid and in-kind
- Produced and managed Silent Auctions in excess of 200 items

Sample of major events:: (not comprehensive)

- Pelican Party – 2017, 2018, 2019, 2020
- Taste of the Garden – 2013 - 2020
- Miami Gay & Lesbian Film Festival - 2012
- Miami Beach Gay Pride – 2009, 2010, 2011
- DASH Taste of Design – 2010, 2011
- Tigertail Annual Fundraiser – 2010, 2011, 2012
- SAVE Dade – Halloween 2010 & 2011 Champions of Equality 2011
- MDGLCC Annual Gala – 2009, 2010, 2011, 2012
- Florida Immigrant Advocacy Center Annual Dinner Gala – 2009, 2010
- NGLTF Recognition Dinner - 2004, 2005, 2006, 2007, 2008
- DHRF Recognition Dinner – 2000, 2001, 2002, 2003
- Aqua Girl – 2000, 2001, 2002, 2003
- GLSEN by Design - 2000
- Dining By Design (DIFFA) – 1999, 2000, 2003
- White Party – 1992, 1993, 1994, 1995
- AIDS WALK MIAMI – 1992, 1993, 1994, 1995, 1997

Employment

Jewish Community Services	4/2017 – Present
Manage and operate the Lambda Living Programs including the Lambda Living House Initiative	
Cenergy, LLC, President & CEO	7/2008 – Present
<i>Clients include Miami Beach Gay Pride, SAVE Dade, Florida Immigrant Advocacy Center, Tigertail Productions, Miami Beach Botanical Garden, Cancer Community Center, Miami Dade Gay & Lesbian Chamber of Commerce, Alliance for Gay Youth, Youth L.E.A.D, and Miami Gay & Lesbian Film Festival</i>	
Equality Florida, Miami Development Officer, Consultant	4/2015 - Present
Miami Beach Botanical Garden, Executive Director	7/2012 – 4/2015
MDGLCC Foundation/LGBT Visitor Center	
Executive Director	8/2011 - Present
Miami Beach Gay Pride, Executive Director	8/2008 – 6/2011
Miami Light Project, Managing Director	10/2001 – 8/2008
Cenergy Productions, President & CEO	1/2000 – 10/2001
<i>Clients include DIFFA, GLSEN, Dade Human Rights Foundation, Aqua Girl Weekend</i>	
SAVE Foundation, Lambda Conference Director	1/2000 – 9/2000
United Foundation for AIDS	6/1997 – 12/1999
Care Resource/Health Crisis Network	1992 – 1995, 1997-1998

Education

- Awarded a Fellowship for Graduate work in Sociology, University of Miami Graduate School
- B.A., Psychology and Criminology, University of Miami
- AA, Music Education, Miami Dade College

Honors & Awards

Fellowship for Graduate Studies – University of Miami
Leadership Miami Class of 1994
SoBeOut Award 1995
United Foundation for AIDS Humanitarian Award - 1999
Women's Community Fund (Aqua Foundation) Award 2001
National Gay & Lesbian Task Force **Eddy McIntyre Community Service Award** – 2010
Miami-Dade Gay & Lesbian Chamber **AT&T Business Person of the Year** 2015



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