

Norma Gomez

Senior Outreach Lead

EDUCATION/PROFESSIONAL REGISTRATION

- B.S., Business Administration, University of California, Berkeley (HAAS Business School)
- Graduate of the Disney Institute Leadership Program
- Certified Public Accountant; Licenses: Health, Series 6, 63

VALUE

- Relevant experience in community outreach programs for corporate, non-profit and government projects.
- Experienced in diversity, equity & inclusion programs/initiatives, government & public relations, multicultural event planning, project management, targeted community outreach support, strategic communications, advocacy, and focus groups.
- Developed outreach to targeted businesses in the South LA Region.
- Collaborated with Chambers and Community Organizations to influence policy and systematic corporate practices.

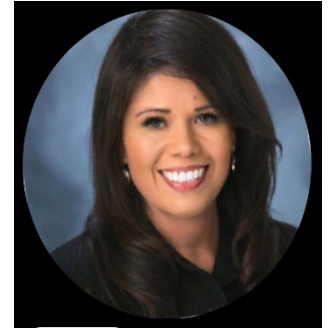
Ms. Gomez' 20 year plus career in Business includes working in Public Accounting, Corporate Diversity, Equity & Inclusion, Community Outreach, Supplier Diversity, Non-Profit and most recently in the Financial Services and Insurance Sector.

Ms. Gomez started her career with PricewaterhouseCoopers LLP (PwC) in the Audit and Business Advisory Services. She eventually led the West Region in Diversity Recruitment, where she worked with numerous organizations to create and attain the tools necessary for the hiring and promotion of women, people of color, and underrepresented groups.

In 2007, Ms. Gomez joined the Association of Latino Professionals in Finance and Accounting (ALPFA) as their first Chief Operating Officer. In 2019, she joined the LA Latino Chamber of Commerce as their CEO. In her most current role at New York Life, she has facilitated financial literacy workshops at businesses and University campuses educating underrepresented communities on the importance of financial planning.

Ms. Gomez is a bilingual professional who has served on various boards, including past President of ALPFA (Los Angeles and San Francisco), Women of ALPFA Chair, Vice President of the National Latina Business Women Association, Accounting Career Awareness Program (ACAP) Board Member and AICPA Minority

Initiatives Committee Member. In 2013, she represented the Los Angeles/Latina Business Sector in a City Press Release among other Diverse Community Peers and City Officials as part of the AEG/Farmers Field, NFL Stadium Proposal Roadshow. In 2019, she collaborated with the National Diversity Coalition to be a voice for small business owners and Board diversity as part of a strategic trip to the White House. Ms. Gomez now serves on the Strategic Advisory Committee of East West Bank, which primary focus is community outreach in underrepresented and underserved communities.



Los Angeles County Economic Development Corporation, Los Angeles, CA
REGIONAL LEADER, SMALL BUSINESS PROGRAM

2021-Present

Seasoned Supplier Diversity Leader driving business solutions and awareness to retain small businesses in LA County with primary focus to engage and provide consulting for business owners of color as well as woman owned. Strategically partner and align with community partners to achieve program goals.

Spiker Rendon Consulting, Los Angeles, CA

2020 – Present

DIVERSITY, EQUITY, AND INCLUSION BUSINESS PARTNER (CONSULTANT)

- Consult with organizations on the creation, implementation and execution of Diversity, Equity & Inclusion (DE&I) initiatives, programs, and other with an end result of building and developing a sustainable foundation that embraces DE&I and a sense of belonging.
- Outline and detail the various facets of DE&I to include supplier diversity, community outreach, corporate social responsibility, employee engagement, recruitment, retention, etc and build upon such areas/programs.
- Consult on multi-cultural events planning and execution.

LA Latino Chamber of Commerce, Los Angeles, CA

2018 – 2019

CHIEF EXECUTIVE OFFICER (CEO)

- Implemented and integrated strategies, programs, and policies to attract and retain members and corporate supporters to drive an enhanced procurement opportunity platform for small diverse business owners within the Greater LA Area.
- Collaborated on Corporate Social Responsibility programming with corporate supporters.
- Planned and executed multi-cultural events, including technical assistance programming.
- Generated and provided all communications on behalf of the Chamber to include branding and social media presence.
- Facilitated speaking engagements and trainings.
- Partnered with elected officials, community organizations and corporate supporters to drive systematic change relevant to DE&I policies and procedures in the Greater LA Area.

Southern California Gas Company (a Sempra Utilities Company, Los Angeles, CA

2010 - 2011

DIVERSE BUSINESS ENTERPRISE (DBE) LEADER – SUPPLIER DIVERSITY

- Created and implemented supplier diversity programming as part of the DE&I strategy.
- Developed policies, procedures, and guidelines for community outreach efforts, including diverse business organization selection and budgeting.
- Identified strategic DBE's (Women/Minority/SDV owned businesses) for prime contractors and internal business units to facilitate outsourcing to diverse business owners and achieve organization goals.
- Achieved and outperformed required industry supplier diversity DE&I metrics.
- Built and managed partnerships with strategic external organizations (NLBWA, SDV Alliance, BEC, NAWBO).

Association Of Latino Professionals in Finance & Accounting (ALPFA), Los Angeles, CA

2007 - 2008

CHIEF OPERATING OFFICER (COO)

- Established the organization infrastructure, including the development of the National Corporate Office in Los Angeles and satellite office in New York City.
- Oversaw operations, including the HR function and the development and sourcing of corporate office staff roles.
- Trained and managed 15 plus National office employees and 300 plus Board member volunteers across the country in addition to creating an employee handbook and Board Operational Guide.
- Established new Chapters across the country and worked with Chapter Board members on fundraising strategies and programming to engage corporate supporters looking to advance their DE&I agendas.
- Planned and executed National meetings and conferences, including multi-cultural events.
- Created strategic relationships with corporate supporters and collaborated in their creation and implementation of DE&I / Corporate Social Responsibility policies and procedures as well as driving ALPFA to become a go-to source to increase their diverse hire pipeline.