**GIL MARTINEZ**

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# PROFILE

***Accomplished, Dynamic, Leader-Communicator.*** Background features more than 25 years of professional accomplishment and community contribution. Visionary, results-oriented leader with a significant record of achievement in both corporate and non-profit organizational environments. Energetic; entrepreneurial; results-oriented. Executive skills include: strategic planning and execution; program and project development; team-building; public/press relations; staff recruitment/development/evaluation; budgetary management; technology integration; web design and internet marketing; verbal and written communication.

# EXPERIENCE

3/02 - HISPANIC PROFESSIONAL NETWORK, INC. (HPN) Hartford, Connecticut

Present **Founder/President & CEO** - Building on an extracurricular activity during career with Aetna, developed and currently leads this professional network, which has become the central point of electronic communication for Hispanic professionals and organizations in the state of Connecticut. Created, edits and produces a monthly newsletter which is directly distributed to 4,000+ people, comprising many of the most influential Hispanic professionals in the state. Plans, organizes and directs monthly networking activities and major cultural events.

* *Chaired* ***Hispanic Professional Network’s 1st through 12th Annual Awards and National Hispanic Heritage Month Celebrations,*** *heavily attended concert events, which received extensive favorable publicity featuring internationally renowned artists.*
* *Currently leading the redevelopment and expansion of the organization’s website, HispanicPortal.org.*
* *Coordinated Art Gallery Exhibits for Hispanic Artists in Connecticut in collaboration with the Charter Oak Cultural Center and corporate sponsors.*
* *Produced live concert and interviews for 9 Time Grammy Award Winner, Eddie Palmieri’s 50th Year Anniversary DVD to benefit the inception of HPN’s Hispanic Arts & Culture Fund.*
* *Produced live concert of EL GRAN COMBO of Puerto Rico at The Advo Summerwind and TITIO NIEVES 30th Anniversary Concert which were broadcast on CT Public TV.*

6/08 - VERIZON WIRELESS – Westfarms Mall, Farmington, Connecticut

2/10 **Bilingual Retail Sales Representative** – Successfully consulted with customers in order to best match their communication needs with a variety of tools and accessories including cell phones, smart phones, lap tops, air cards and portable WI-FI devices. Actively engaged customers in product demonstrations and effectively executed sales functions and product activation. Surpassed sales quotas while winning various incentive contests. Received numerous awards for sales achievement including the esteemed regional Peak Performer Award. Responsible for installation of merchandising display campaigns and inventory control. Participated in effective company-wide introduction and roll-out of new product lines such as Blackberry Storm I & II and the innovative Google Android. Trained and mentored new Retail Sales Representatives.

5/01 - FINANCIAL SERVICES GROUP – APL/PI – Southington, Connecticut

2/02 **Manager, Inclusion and Diversity Strategic Projects**

Workforce Planning & Development Recruited to provide focus, leadership and strengthened community relations to the corporate diversity initiatives of assigned lines of business. Worked independently as well as collaboratively with key individuals within the corporation to develop strategies and execute programs.

* *Expanded the diversity of applicant pool for positions at all levels of the organization.*
* *Edited and electronically published company newsletter articles on diversity issues.*
* *Assisted in the development of a key Hispanic Marketing Program.*
* *Coordinated design team for Inclusion & Diversity and Mentoring Program intra-net sites.*
* *Managed delivery of Inclusion & Diversity Training for Senior Management.*

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2/00 - CO-OPPORTUNITY, INC. – Hartford, Connecticut

4/01 **Community Liaison/Recruiter/Job developer/alumni program Manager**

Workforce Development Division Performed program development, leadership, communication, administrative and managerial functions for this non-profit organization which provides targeted employment training and support to inner city residents. The Workforce Development Division has two major components with up to 60 participants at a time. Programs range from 20 weeks to 10 months in length. Designed, refined and marketed programs. Evaluated and selected candidates. Administered activities toward crediting program time for Americorps Community Service Hours.

* *Represented the organization on the Hartford Construction Jobs Initiative collaborative, the City of Hartford Job Developers Consortium and Youth Opportunity, three key hiring source relationships.*
* *Developed job opportunities and coordinated GED testing and basic skills training for program graduates.*
* *Managed the organization’s growing alumni program, which serves as a post-graduate communication tool with a focus on job retention, community service, marketing and public relations.*

1/98 - THE HARTFORD LIFE COMPANY – Simsbury, Connecticut

1/00 **Benefit Analyst,** Employee Benefits Division **-** Prepared and maintained contract material for new group life and disability policies (from 300 to 60,000+ enrollees per client organization). Assigned to a number of complex and high profile accounts. Worked collaboratively with Sales, Underwriting, Premium, Claims and Tax Services, to resolve complex benefit and administrative issues.

1/86 - AETNA, INC. – Hartford, Connecticut

1/98 **Marketing Consultant,** Flexible Spending Accounts (1996-1998)

Created and delivered timely, accurate new business proposals to major corporate accounts. Consulted on customized plan design issues. Coordinated account installation. Facilitated conference calls with new customers, field office representatives, brokers, underwriters, drafters and claim office supervisors.

**Customer Service Specialist,** Aetna Health Plans – Health Core Services (1995-1996)

Applied technical policy, legislation, IRS rules and contractual/federal/state continuation laws to determine eligibility of individual applicants for benefits on new and existing group cases. Consulted with field office marketing representatives, underwriters, customers and agents regarding product features, eligibility compliance, sales proposals, renewals and compensation.

**Staffing Coordinator,** Aetna Temporary Services (1994-1995)

Performed organizational and administrative functions in ensuring that Aetna’s internal temporary agency effectively met the needs of the corporation.

**Senior Training Coordinator,** Aetna Education (1990-1993)

Developed and delivered targeted training programs for middle management and executive management. Coordinated programs which were conducted enterprise-wide, at sites across the nation.

**Customer Service Representative,** Aetna Hotel and Conference Center (1986-1990)

Ensured a high level of customer satisfaction and operational efficiency for this 269-room hotel.

1/85 - AMADIS, LTD. – Hartford, Connecticut

# 12/85 Store Manager – Managed daily operations of high fashion clothing boutique including development and implementation of strategic marketing plan and design and installation of innovative merchandising displays. Choreographed and directed high fashion productions with small business partners to introduce new product lines.

9/82 - FLORSHEIM SHOE COMPANY – Hartford, Connecticut

# 12/84 Store Manager - Successfully completed and received Product, Sales & Management Training Program Certificates while gaining initial business experience in a downtown retail store. Developed skills in sales, merchandising, customer service, operations and store management.

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# EDUCATION

## Professional Development

Numerous courses, seminars and workshops at Aetna, Inc. in topics including: executive management, supervision, leadership, time management, decision-making, communication and technology utilization.

***Graduate, 2001*,** Leadership Greater Hartford, Hartford, Connecticut

***Graduate, 1992*,** United Way Minority Leadership Program, Hartford, Connecticut

***Graduate, 1984,*** Florsheim Shoe Company Management Training Program, Hartford, Connecticut

***Graduate, 1982*,** Hartford Public High School, Hartford, Connecticut

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# SPECIAL SKILLS

Bilingual (Verbal and Written Spanish)

Proficient in PC Keyboard, Microsoft Windows and Microsoft Office

Professional Event Coordinator & Conference Planner

Professional Photographer & Television Producer

Web Developer

Electronic Event Marketer

Musician (Percussion)

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# AFFILIATIONS/ACTIVITIES

***President*** – Hispanic Professional Network, Inc.

***Board Director*** – Greater Hartford Arts Council

***Board Director*** – Community Economic Development Fund

***Member, Latino Leadership Council –*** Leadership Greater Hartford

***Member, Credit Committee*** - Community Economic Development Fund

***Member, Board of Electors*** – Wadsworth Atheneum Museum of Art

***Corporator*** – Hartford Hospital

***Member*** – National Association of Latino Independent Producers

***Member*** – Loyal Order of the Moose

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# AWARDS & COMMENDATIONS

* ***Cultural Awareness Award*** *from the Society of Latin American Firefighters 2000*
* ***Special Recognition Award*** *United States Postal Service 2000*
* ***Nominated*** *for* ***Ford Foundation Leadership for a Changing World Award, 2002, 2003 & 2004.***
* ***Outstanding Citizen Award*** *The Windham Area Poetry Project 2004*
* ***Certificate of Recognition,*** *State of Connecticut Department of Public Health 2007*