

Strategic Alliance Bios

Northwest Mountain MSDC

Fernando Martinez

Fernando Martinez leads the Northwest Mountain MSDC as President and CEO. He is responsible for helping develop minority business enterprises (MBEs) into organizations that can support the specific needs of the council's corporate and public agency members. With over 30 years of experience in sales and operations, Fernando has managed and led business units within Washington Mutual Bank, Xerox, Starbucks, and Westin Hotels. Fernando holds a Bachelor of Science from the University of Texas, El Paso and an MBA from the University of Phoenix. His leadership skills have resulted in successful collaboration between operations and sales to continuously deliver growing year-over-year efficiencies, revenue, and profits.

Mayra Rivera

Mayra Rivera is the Northwest Mountain MSDC's Manager of Operations. Mayra has worked with the council since 2007 and assisted in implementing Cloud-Based Technology and Salesforce to streamline council activities. She has over five years of experience handling the HR role and obtained her Professional Certificate in Human Resources in 2016. She is fluent in Spanish and brings to the council an extensive background in event management, retail management, payroll, recruitment and office administration. Mayra holds a Bachelor of Arts in Ethnic, Gender and Labor Studies from the University of Washington.

Karla Malacon

Karla Malacon is the Northwest Mountain MSDC's Manager of Corporate Services, Marketing and Communications. Karla is fluent in Spanish and has been with the council since 2017. She graduated from the Michael G. Foster School of Business from the University of Washington, with a Bachelor of Arts in Business Administration focused in International Business and Marketing in 2016.

Huda Al-musawi

Huda Al-musawi is the Northwest Mountain MSDC's Manager of Certification and MBE Services. She is fluent in Arabic and is responsible for the oversight, development and continuous improvement of the Council's certification process for the region. Huda graduated from the University of Washington, Tacoma with a Bachelor of Arts in Global Studies, Law and Policy, and Politics.

Zavere Weeks

Zavere Weeks is the Northwest Mountain MSDC's Program Assistant. He is responsible for outreach, intake and surveying of all businesses seeking assistance through TAS (Technical Assistance Services). Zavere received his Associate of Arts degree in Arts and Science from Everett Community College. He has been active in the nonprofit sector since 2016 and rather enjoys being able to help businesses grow.

TRIO Group

Dennis Brooks

Dennis Brooks is the President of TRIO Group. He leverages his many years of experience in the direct marketing industry to help businesses craft and communicate their brand's stories. Dennis helps clients determine the best way to share their strengths through print and digital media, then coordinate the production and deployment of those messages. Dennis is responsible for the day-to-day operations of the company including sales and account management, creating marketing and outreach strategies for clients, and business development. He holds a Bachelor of Science in Business from the California Polytechnic State University-San Luis Obispo.

Jeff Quint

Jeff Quint is the Executive Vice President of TRIO Group. Jeff utilizes his many years of experience in the direct marketing industry to help businesses reach their ideal customers and communicate with them in an authentic, memorable way. Jeff helps clients develop multi-channel marketing/outreach strategies that position their business' strengths front-and-center, then coordinate the production and deployment of those strategies. Jeff is responsible for the day-to-day operations of the company including sales and account management, creating marketing and outreach strategies for our clients, and business development. He holds a Bachelor of Business Administration and Marketing from California State University-East Bay.

Megan Quint

Megan Quint is a graphic designer for TRIO Group, specializing in graphic design for print and web, video production, and social media marketing. She received an associates in Digital Design from Pierce College in 2018 and was awarded the Digital Design student of the year for the 2016-17 school year. While completing her studies at Pierce College, Megan worked for The Pioneer student news publication on campus. In 2012, Megan graduated with a Bachelor of Arts from The Evergreen State College with concentrations in Environmental Studies and Visual Arts.

University of Washington Consulting Business Development Center

Michael Verchot

Michael is the founding Director of the Consulting and Business Development Center and he leads the center's efforts to jumpstart students' careers and grow businesses in under-served communities. Prior to co-founding the Center he spent 14 years working in nonprofit and for-profit marketing, public relations, and government relations as well as being an elementary and junior high school teacher. Michael received his Bachelor of Science from Springfield College (MA) and his MBA from the University of Washington.

Craft3

Che Wong

Che Wong re-joined Craft3 in August of 2017 as a Business Development Specialist. Che is responsible for targeted outreach to increase access to capital to underserved communities. Che's focus is in King County, Washington, specifically entrepreneurs of color and those owned by women, veterans and immigrants.

She brings with her over 13 years of experience in the Community Development Finance industry. She has worked previously for Craft3 as a Business Lender and just prior to re-joining Craft3, Che was a Senior Loan Officer with Mercy Corps Northwest. Che has worked in microfinance internationally as a Peace Corps volunteer in Cape Verde, W. Africa. Che graduated from the Lundquist College of Business at the University of Oregon with a focus on Entrepreneurship. Che has studied abroad at Waseda University in Tokyo, Japan and at the Central University for Nationalities (Minzu) in Beijing, China.