

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.

Karla Malacon

Karla Malacon is the Northwest Mountain MSDC's Manager of Operations. 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.

Jeffery Bartley

Jeffery Bartley is the Northwest Mountain MSDC's Manager of Corporate Services, Marketing and Communications. He is responsible for collaborating with corporate and public agency members to help meet their needs, as well as building and executing our branding strategy. Jeff received his Bachelor of Media and Language Arts from Fresno Pacific University. He has a steady history working with nonprofit organizations dating back to 2017. In his free time, Jeff enjoys working with local creative artists.

Mayuri Gupta

Mayuri Gupta is the Northwest Mountain MSDC's Program Analyst. She supports the team's goals in reporting by collecting and synthesizing data from various sources to develop business and financial dashboards. Mayuri is a Postgraduate in Data Science and Business Analytics from the Texas McCombs School of Business and holds her MBA in Finance and Economics from the Apeejay School of Management. With over 7 years of experience in finance, analytics, and reporting, Mayuri especially likes to work with diverse communities to help businesses grow. She enjoys yoga in her free time and aspires to teach yoga in the future for the betterment of her community.

Grayson Martin

Grayson Martin is the Northwest Mountain MSDC's Technical Assistance Services (TAS) Program Manager. He oversees all aspects of the TAS program, including outreach, enrollment, and training. Grayson received his Bachelor of Arts in Economics from San Diego State University and previously worked in political organizing. In his free time, Grayson enjoys hiking, travel, and photography.

Mark Sinclair

Mark Sinclair is the Northwest Mountain MSDC's Program Coordinator. He is responsible for supporting and collaborating with council staff to coordinate logistics and milestones for events led by the council. Mark received his Bachelor of Arts in Economics from the University of California, San Diego. In his free time, Mark enjoys going to local events in his community.

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.

Ricardo Ibarra

Ricardo Ibarra crafts unique and compelling creative solutions for Trio's many clients drawing on his decade of creative design experience. Specialties include: branding and identity, graphic design, and website development. A creative jack-of-all-trades, he has also served as a content producer, brand builder, and marketing consultant for a wide range of clients. Ricardo has a degree in biology from the University of Washington. He serves as board vice president of FIUTS, a nonprofit that supports global citizenship and the international student population at the UW

University of Washington Consulting Business Development Center

Michael Verchot

Michael Verchot is the founding Director of the Business and Economic Development Center, as well as a Marketing Lecturer at the University of Washington Foster School of Business. 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.

Wilfred T. Tutol Jr.

Wilfred Tutol is the Senior Associate Director of the Consulting and Business Development Center. He oversees the center's budget and finances. He is a Marketing Instructor for both the University of Washington Foster School of Business and the American Indian Studies Department. Wilfred has a Bachelor of Arts degree in Business, Marketing and Finance from the University of Washington Foster School of Business and over 20 years of experience.

Kenneth Shelton

Kenneth Shelton is the Assistant Director of the Consulting and Business Development Center in charge of managing the Ascend cities national program. Kenneth has experience supporting entrepreneurial ecosystems in 15 US cities that are accelerating the growth of businesses owned by people of color through management education, contracting and access to loans and investments. He is also the Director of Business Development for Hack Nation. He graduated from the University of Oregon with a Bachelor of Science degree in Sociology and a minor in Economics.

Vy Nguyen, M.S.

Vy Nguyen is the Assistant Director of the Consulting and Business Development Center in charge of coordinating and supervising daily operations. Vy has worked for the Bill and Melinda Gates Foundation in Operations and has experience with Accounting. Vy has a Bachelor of Arts degree in Business Administration – Management & Human Resources with a minor in Entrepreneurship from the University of Houston as well as a Master of Science in Applied Business Analytics from Boston University.

Gabriela Michan Rodriguez

Gabriela Michan is the Assistant Director of the Consulting and Business Development Center responsible for managing three major business and education programs to support students, small businesses, and under-served communities. Gabriela has experience with the Technology Business Accelerator Program at TechBA Seattle. She has extensive education in business and a Master of Arts in International Relations (Trade and Development) from the University of Washington.

Craft3

Che Wong

Che Wong re-joined Craft3 in August of 2017 and is their Senior Business Lender - Equitable Lending Program Manager. Che is responsible for targeted outreach to increase access to capital to underserved communities, specifically enterprises owned by people of color, 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.