

# Miriam De Dios Woodward

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## Summary of Strengths and Accomplishments

- Values-driven executive with 15 years' experience in the financial services industry serving in management, operations, consulting, marketing, business development, communications, training, innovation, product development and process improvement capacities, amongst others.
- Adept at establishing and implementing a strategic vision for an emerging business, growing industry thought leadership, driving high customer engagement and satisfaction, managing strategic exploration opportunities and developing and implementing new product and market growth strategies that involve organizational culture change efforts.
- Proactive, strategic and critical thinker with excellent interpersonal skills and proven ability to develop and maintain strong, collaborative working relationships with colleagues, board members, internal and external stakeholders.
- Extensive experience planning, consulting, presenting, facilitating, and training.
- International business and industry study experiences in Latin America and Asia.
- Bicultural with fluency in English and Spanish.

**Education**      **University of Iowa** Master of Business Administration with Distinction, Certificate in Leadership  
**Harvard Business School** Leading Change and Organizational Renewal Executive Education  
**Iowa State University**, Bachelor of Science in Marketing and Management with Distinction and Honors

**Experience**      **Affiliates Management Company (AMC)**, West Des Moines, IA

**Senior Vice President** (*Dual Role with PolicyWorks CEO and Coopera Consulting CEO roles*); April 2014 to Present

- Collaborate with AMC's executive team on implementation of operating company growth strategies, exploring new growth opportunities and guiding other strategic areas affecting AMC.
- Assist in the development and execution of exploration and integration strategies for new growth opportunities.
- Present to AMC board of directors on relevant topics and strategies as needed.
- Consult on diversity and inclusion efforts as needed.

**PolicyWorks**, West Des Moines, IA

**Chief Executive Officer**; October 2018 to Present

- Lead company to achieve and surpass company business goals and objectives.
- Oversee fiscal activity including budgeting and reporting.
- Motivate and lead high-performance management team and foster growth-oriented, customer-centric company culture across organization.
- Lead and drive growth of business in primary marketplace, explore market opportunities in new industries and with new product solutions.
- Develop and grow strategic partnerships and represent company with clients and strategic partners.
- Work closely with shared services departments including marketing, sales/business development, human resources, finance and accounting, legal and facilities.
- Responsible for governance activities with parent company and PolicyWorks board of directors.

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## **Coopera Consulting, West Des Moines, IA**

### **Chief Executive Officer; May 2012 to October 2018**

- Set financial objectives, oversee operations and execute strategic direction of B2B organization focused on Hispanic consumer service and growth strategies.
- Create industry awareness about the Hispanic market opportunity and importance of diversity and inclusion through speaking engagements, tradeshow exhibitions, strategic partnerships, integrated marketing strategies, public relations and educational opportunities.
- Lead sales, market and business development efforts to expand client portfolio beyond the credit union industry to non-financial institution organizations.
- Develop, enhance and launch product and service offerings to include: assessments, analytics, consulting, training, marketing services and consumer products.
- Manage client delivery team and assist in recruiting, hiring, training, developing and coaching team members.
- Responsible for governance activities with parent company and board of directors.

### **Vice President; September 2010 to May 2012**

- Led company operations, marketing, product development and innovation strategies.
- Assisted in setting budget, overseeing client billing and setting product pricing strategies.
- Launched new product and service offerings in collaboration with strategic partners to include financial education tools, training content, payment tools and enhanced data and analytics services and reporting.
- Assisted in business development, sales and strategic partnership development to acquire new clients and upsell and cross-sell existing clientele.
- Managed client delivery team and assisted in recruiting, hiring, training, developing and coaching team members, as well as managed outsourced contractor and vendor partnerships.

### **Emerging Markets Director; March 2007 to September 2010**

- Fulfilled and delivered client work with a primary focus on assessments, consulting, training and marketing deliverables.
- Developed critical operational processes and strategies for client onboarding and engagement, service delivery and communications to grow the business and drive operational efficiencies.
- Assisted with sales and business development efforts, conducted speaking engagements and facilitated tradeshow activities.
- Developed marketing, communications and public relations content in collaboration with vendors, partners and colleagues.
- Supervised client delivery team and managed outsourced contractor and vendor partners.

## **John Deere Financial World Headquarters in Johnston, IA**

**Account Credit Manager; June 2006 to February 2007**

**Market Analyst; June 2004 to June 2006**

## **Des Moines Area Community College (DMACC), Perry, IA**

**Adjunct Professor – English as a Second Language; Part-time August 2006 to May 2012**

## **State Farm Insurance Companies, Des Moines Metro Agency Field Office, W. Des Moines, IA**

**Marketing Intern; May 2002 to August 2002**

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## Activities

- Next Level Ventures, Review Board Member for Next Level II Fund (2018 to Present)
- Iowa Clearinghouse for Work-Based Learning Advisory Board (2018 to Present)
- Food Bank of Iowa, Board Member and Philanthropy Committee Member (2018 to Present)
- Grand View University Board of Trustees (2016 to Present)
- Iowa State University College of Business Women in Business Advisory Board Member (2017 to Present)
- World Council of Credit Unions Global Women's Leadership Network Member (2013 to Present)
- Filene's Reaching Minority Households Incubator Advisory Panel Member (2015 to Present)
- Latina Leadership Initiative Mentor (2014 to Present)
- Hispanic Educational Resources (HER) Board Member (2012 to 2014)
- Latinas Para un Nuevo Amanecer (LUNA) Board Member (2011 to 2014)
- Iowa International Center Board of Director and Marketing Committee Member (2011 to 2013)
- ALIANZA Latino Business Association At-large Board Member (2009 to 2011)
- Leadership Iowa Graduate (2010 to 2011)
- New Leaders Council Des Moines Fellow (2011)
- Des Moines Latino Heritage Festival Co-Chair (2008)

## Recognitions

- 2016 Woman to Watch by Credit Union Times
- 2015 Latino Business Person of the Year by League of Latin American Citizens of Iowa
- 2012 World Council of Credit Union's Young Credit Union People Program Award