

Manuel “Manny” A. Rosales
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Manuel “Manny” A. Rosales is a small businessman and entrepreneur, an effective manager and a results-oriented executive. A longtime community leader with 40 years of experience in building businesses, opening domestic and international markets, and actively supporting community initiatives, in all communities and in particular in the Small Business sector. My experience in trade, finance, small business development, government, and working with local communities have provided me the valued skills necessary to assist in reforming government and implementing transformative initiatives

PROFESSIONAL

40 years in the banking, financial consulting industry and government service

- **Senior Consultant Department of Energy, (2019-Present)**

As a senior consultant for the department of Economic Impact and Diversity, advised the Director on projects and initiatives to increase awareness of the mission of the agency and the department.

The Equity in Energy Initiative: Developed and Held stakeholders meeting at DOE Headquarters with leaders in the Hispanic, Asian Pacific Islanders, Native Americans and Alaska Natives and African American communities, to roll out the Equity and Energy Initiative and receive feedback on the initiative and other energy related issues effecting the communities. Four Stakeholder meeting were held with 150 individuals participating. The meetings also included other DOE offices that outlined opportunities in their departments.

Outreach: During 2019, ED took the Equity in Energy Initiative on the road to Educate, Inform, and to receive feedback on the initiative. Concentrating on organizations with a substantial membership base, leveraged conventions, forums and annual meetings. Was able to have the Director of ED invited as a keynote speaker by various stakeholder and industry organization. The Director was able to get the message out on Equity in Energy to over 6,000 small business, community leaders, educators and industry leaders in attendance at these conferences and forums. In addition assisted the Director at events presented by DOE Office of Small Disadvantage and Underutilized Business, (OSDUB), Small Business Forum and Expos with MSI’s HBCU’s, HACU and Tribal Colleges and Universities in highlighting the Equity in Energy Initiative.

FOA: Review team member of the FOA applicants evaluating in the area of Technical Assistance and Capacity.

- **President and Owner**, Inter-American Financial Services (1986 – Present)
in 1986, I established a financial services brokerage firm, growing the company to over 40 agents. Though aggressive telemarketing and direct campaigns, which marketed a diverse portfolio of financial and insurance products, I increased the firm's client base and expanded our share of the work-site market (selling to employees at the work-site). Accounts included the City and County of San Francisco and the County of Alameda, as well as several other municipalities and small businesses. Working with municipalities and Unions required a sophisticated market approach in order to retain existing accounts while developing new business. I created the development of relationship marketing programs, utilizing center of influence and set high customer service performance standards for sales; agents and operational personnel. By maintaining constant contact with municipalities and their employees, we averted any potential complaints while increasing referrals and renewals, which directly translated to bottom line revenue. The company has evolved to a consulting firm focusing on small business development in both the Domestic and the International arena, providing technical assistance, financial services and procurement opportunities to a broad base portfolio of small business clients.
- **Deputy Director of Coalitions**, Republican National Committee (2009 – 2011)
As Deputy Director of Coalitions' helped create branded initiatives that projected the image of a truly open organization and provided activities and communication vehicles that allowed the party to be responsive, provide information and education about issues and create opportunities to different levels of engagement at the national and local level during and between elections cycles. Created special events, national conferences, town hall meetings, leadership briefings and national observances. Through our coalition building of various minority, ethnic, veterans, small businesses and the development of innovative technology programs was instrumental in the Republican Party capturing the House in 2010.
- **President and CEO**, Caribbean Central American Action (2007– 2008)
Led a Washington-based non-governmental organization that promoted private sector-led economic small business development in the Caribbean Basin. Managed complex international USAID projects in Nicaragua, Haiti and Dominica. In Nicaragua, successfully established an independent think tank, FUNIDES, and in Dominica, a Trade Facilitation Pilot Project. Successfully managed international conferences and forums on critical issues facing the region, such as an Energy Conference in Honduras on region energy integration and CCAA's annual Miami conference which was attended by heads of State,

Ministers and the Private Sector Stakeholders from the US, Caribbean and Central America.

- **Assistant Administrator**, Office of International Trade, US Small Business Administration (2001 – 2007) GS-301-15

During my tenure as the Administrator's Principle advisor on International Trade, educational and technical assistance, risk management and finance programs SBA loans to exporters increased from 425 to a record 3500 loans that supported over \$1 Billion in sales. Successfully advocated for permanent status of the Export Express Pilot Program which increased Bank participation as preferred lenders that contributed to the dramatic growth in export loans. Also developed strategies that leveraged SBA's resource partners, the Small Business Development Centers, enrolled secondary sales force for our export loans that resulted in the record growth of loans to exporters in all the SBA's 70 district offices. Under my leadership, the SBA and EXIM Bank signed and implemented a co-guarantee program for the Export Working Capital Program, giving each agency the ability collaborate to better serve small business exporters. Developed relationships with foreign governments through Letters of Intent, created a network of small business agencies throughout the western hemisphere that facilitates trade for US small businesses and their entry into world markets. In addition, under my leadership, the SBA created The Small Business Congress of the Americas--a hemispheric network of SBA-type agencies to support small business trade in the Americas. The Congress was instrumental in the inclusion of Small Business Trade in the Summit of the declaration of Mar de Plata Argentina.

- Public Sector Manager, Colonial Life and Accident (1999 – 2001)
- Executive Vice President, Investment Transaction Corporation (1985 – 1986)
- Distribution Manager, Latin American Capital Preservation Fund International (1984 – 1985)
- Vice President, Capital Preservation Fund (1979 – 1985)
- Vice President, Bank of California (1968 – 1979)

PUBLIC SERVICE

Presidential, Gubernatorial, and Mayoral appointee

- Chairman, US Small Business Administration's Conference of the Americas (2003 – 2007)
- Member, US Tourism Board (2003 – 2007)
- Member, US President's Export Council (2001 – 2007)
- Member, US Trade Promotion Coordinating Committee (2001 – 2007)

- Commissioner and Vice-President, San Francisco Redevelopment Agency (1993 – 1998)
- Commissioner, California Small Business Development Board (1993 – 1995)
- Commissioner, San Francisco Parking and Traffic Commission (1992 – 1993)
- Commissioner, San Francisco Veterans Affairs Commission (1991 – 1992)
- Member, San Francisco Mayor’s Task Force on 911 Emergency Services (1990 – 1991)

COMMUNITY

Longtime business and Latino communities’ leader

- Chairman, Hispanic Business Roundtable Institute (2015 – 2019)
- Board Member, Valley Economic Development Corporation (L.A.) (2015 – Present)
- Board Treasurer, 60 Plus Foundation (2014 – Present)
- Secretary, Board of Directors; Chair, International Committee - The Latino Coalition (2007 – 2019)
- Director, Washington, DC Office, The Latino Coalition (2012 – 2019)
- Trustee and Chair, Capital Campaign Committee, Mexican Museum of SF (1998 – 2002)
- Chairman, Region 1, US Hispanic Chamber of Commerce (1992 – 1998)
- Board Member, California Chamber of Commerce (1993 – 1995)
- Board Member, Mission Economic Development Association (1992 – 1993)
- Chairman, California Hispanic Chambers of Commerce (1991 – 1996)
- Board Member, Pan American Society of California (1989 – 1992)
- Chairman, San Francisco Hispanic Chamber of Commerce (1989 – 1991)
- Board Member, Mission Federal Credit Union (1989 – 1990)
- Board Member, Golden Gate Chapter, American Red Cross (1989 – 1991)
- Board Member, San Francisco Small Business Network (1985 – 1990)

HONORS

- Certificate of Honor, San Francisco Mayor Willie Brown (2001)
- Achievement Award, Trailblazer Category, Hispanic Magazine (1998)
- Resolution, Recognition of Leadership, San Francisco Redevelopment Commission (1998)
- Recognition of Service, US Senator Dianne Feinstein (1998)
- Achievement Award, San Francisco Hispanic Chamber of Commerce (1998)
- “Manuel Rosales Day”, San Francisco Mayor Willie Brown (May 1, 1998)
- Achievement Award, San Francisco Hispanic Chamber of Commerce (1995)
- Resolution of Service, San Francisco Parking and Traffic Commission (1993)
- “Latino Entrepreneur, April 1993”, Hispanic Magazine (1993)

- “One Hundred Most Influential Hispanics”, Hispanic Business Magazine (1993)

PERSONAL

- Married, Father of Five
- Honorable Discharge, United States Army – Vietnam War Era Veteran 1964-1966
- Attended the University of San Francisco 1979-1981
- Attended San Mateo Junior College, CA 1962-1963
- Sacred Heart High School, San Francisco, CA 1958-1962
- Fluent in Spanish