



News Release

Timothy Jeffries, Director

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DES Names Nereyda Lopez Assistant Director of Community Outreach

PHOENIX – DES Director Timothy Jeffries today named Ms. Nereyda Lopez the Assistant Director of the DES Office of Community Outreach. Ms. Lopez will drive and elevate agency-wide community outreach efforts to maximize collaboration and impact with community partners, nonprofit organizations, various stakeholders and business community members for the benefit of DES clients.

“I am immensely pleased to welcome Nereyda to *The New DES*,” said Director Timothy Jeffries. “Her breadth of experience in the areas of community outreach, economic development, and servant leadership will serve our DES partners, colleagues and clients well. She has a huge heart, and has been a huge asset to numerous organizations. We feel blessed and honored to have her join our great agency. She will significantly elevate our community outreach efforts as we seek to serve Arizonans in need.”

“I’m pleased to welcome another talented and devoted member to the DES team and to the Ducey administration,” said Governor Ducey. “Nereyda possesses the private sector experience and the passion for public service that will help Director Jeffries lead this agency forward and carry out its important mission. We’re fortunate to see her continue to serve Arizona in this role.”

Ms. Lopez’s involvement with civic organizations, nonprofits and the Hispanic community is vast. Because of her talent, knowledge, experience and depth, Director Jeffries recruited Ms. Lopez in 2006 to serve as a board member for the Make-A-Wish Foundation of Arizona. She has also served as a board member for the following notable organizations: Arizona Woman Magazine; YMCA Community Initiatives; Arizona Advertising Federation; Rosie’s House: A Music Academy for Children; and the Grand Canyon Minority Supplier Development Council.

Ms. Lopez has been the recipient of numerous awards over the course of her impressive career including: the Emerging Leader Award from the Women in the Senate and the House; 40 under 40 from the *Phoenix Business Journal*; Small Business Administration Advocate of the Year from the SBA; and the Minority Business Advocate of the Year from AZMCA, Southern Arizona branch. She was an Athena Award Finalist from the Greater Phoenix Chamber of Commerce and was nominated for a Harvard Fellowship by the Arizona Women’s Leadership Forum.

Ms. Lopez possesses twenty-five years of experience in the areas of international business development, marketing and senior public relations and entrepreneurial development. Her professional experience includes the establishment of Impulso Advertising, an international advertising and public relations firm representing clients in Europe, Latin America and the Middle East.

In addition, she served as president and chief executive officer of the U.S. Women's Chamber of Commerce. Ms. Lopez also served as director of the Arizona Department of Commerce Small Business Services; director of International Trade and Protocol; executive director of the Oakland Sister City Commission and senior policy advisor on economic development and international affairs to Mayor Jerry Brown of Oakland, California.

She is a founding member of the Latina Giving Circle, a Virginia Piper Foundation; founding member and past chair of the Greater Phoenix Chamber of Commerce, Hispanic Business Council; and served on the funding committee of the Valley of the Sun United Way. Furthermore, she was nominated by former U.S. Representative John Shadegg to be a founding member of the Congressional Hispanic Leadership Institute.

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