
CURRICULUM VITAE

DANIEL GUTIERREZ, LLC • LOS ANGELES, CA

1999 TO PRESENT

President/CEO

Daniel Gutierrez is a published author and leading national motivational speaker. Leveraging his own background, training, and experience, his infectious humor, and his deep belief that there is greatness in each of us, Gutierrez is a compelling presenter who has inspired Fortune 500 companies and individuals alike to make positive changes that lead to success. From the moment Mr. Gutierrez takes the stage at an event, his potent energy makes a connection with his audience. A certified seminar leader and practitioner of neuro-linguistic programming, Gutierrez speaks plainly and persuasively from the heart about subjects including living your dreams; discovering your passion; challenging your beliefs; looking for the "yes" rather than the "no;" staying the course; and becoming leaders. Through effective and inspirational management coaching, Gutierrez outlines fresh approaches to improving productivity, enabling the progress of diversity, and boosting the bottom line.

ACADEMIC

Adjunct Professor, Pepperdine University, Graziadio School of Business, 2006

PUBLICATIONS

- Published Author, Pen Marin Books, April 2005, *"Stepping into Greatness: Success Is Up To You"*
In his book, "Stepping Into Greatness: Success Is Up To You," Mr. Gutierrez's latest offering is designed to help each of us realize our fullest potential. With characteristic candor and wit, Gutierrez paints a vivid and insightful picture of his life and learning, which from the basis for the methodologies he has developed for enabling each of us to live more fully and succeed more consistently.
- Author, 2005, *"Lead Your Life"*, Magazine of Life and Leadership (Steven Covey Publication)
- Author, 2005, *"Lead Your Life, Take a Step into Greatness"*, Latino Perspective Magazine
- Co-Founder and Contributing Editor, Excelencia Magazine, Salt Lake City, 2004
- Author, 2003, *"The Dream Planner"*
- Author, 2001, *"Heart Throbs"*
- Mr. Gutierrez has been written about, mentioned in or he has collaborated with several authors:
"The Complete Job Search Guide for Latinos" by Murray A. Mann and Rose Mary Bombela-Tobias
"Confessions of an Adrenaline Addict" by Odunton & Deras
"Heritage Hispanic-American Style" by Leon J. Radomile
"When Are You Coming Home?" by John-Roger, DSS

PRINT MEDIA

Articles Written About Mr. Gutierrez:

- Hispanic Meeting and Planning Magazine, 2006
- Bonita Magazine, 2006
- Latin Business Magazine, *"A Man With a Message"*, 2005
- Clasificado, *"Latinos Destacados"*, 2004
- La Mirada News, *"Following Through on Dreams"*, 2004
- Latino Success Journal, *"Si, Se Puede!"*, 2003
- News, *"From Minister to Motivator"*, 2002
- Latin Style Magazine, *"Daniel Gutierrez, Founder of the Latino Empowerment Foundation"*, 2001
- San Antonio Express News,
- Dallas Morning News
- San Jose Mercury News
- La Oferta, San Jose
- El Vistazo
- Observador, San Jose
- Orange County Register
- La Opinion

MEDIA PUBLICATIONS

Produced CD: "Living in Your Dreams and Passions"

Produced CD: "Virtual Coach Dan"

Produced CD: "Seven Steps to Staying Effective in an Under-Performing Economy"

BROADCAST/RADIO

Mr. Gutierrez has been interviewed by:

- Mun2
- Univision
- Telemundo
- American Latino TV
- World Talk Radio
- Channel 7 San Jose, CA
- CNN San Antonio, TX
- Power 106 FM, Los Angeles, CA
- Television Broadcast System, Orange County, CA
- Visions of Inspiration Television Show, Los Angeles, CA
- KNBC, Burbank, CA
- Creating Wealth, San Diego, CA
- "You Go Girl" Talk Show, Los Angeles, CA
- "Choose to be Fit" Radio Show
- Tele-Seminar for National Speaker's Association, 2005

PINNACLE ACHIEVEMENT GROUP INTERNATIONAL, LLC • Los Angeles, CA

2002 TO PRESENT

Principal

- Founded by Daniel Gutierrez, Pinnacle Achievement is a consultancy company creating/brokering business in the global marketplace. Clients include:
 - Staples, Inc. - assisted with Latino marketing in Los Angeles, New York, and Dallas markets including business seminars held in Los Angeles stores.
 - Best Buy Electronics – responsible for national Hispanic Relations including national outreach for 27 markets in the Hispanic Community.
 - Support Services of America - currently creating and brokering business opportunities as well as conducting leadership training.
 - Dallas Trammell Crow – currently assisting in development of major commercial real estate development projects.
 - Provincial Electricity Authority of Thailand - assisted in brokering opportunities for building infrastructure for communications.
 - Government of El Salvador - working with the Prime Minister of Tourism to market El Salvador to the U.S.
 - Government of Mexico - facilitated outreach to the U.S. media and business community.

PUENTES INTERNATIONAL, LLC • Los Angeles, CA

2006 TO PRESENT

Principal

- Founded by Daniel Gutierrez, Puentes was formed to bridge the gap between understanding the Latino community and advertising placement. Puentes focuses primarily in the Southern California market.

CRYSTAL CATHEDRAL • Garden Grove, CA

2001

Co-Facilitator of Divorce and Grief Recovery Process

- Daniel Gutierrez facilitated a positive approach to dealing with the loss of a relationship which taught individuals the ability to heal, move forward in life and laugh again.

SENTO CONSULTING CORPORATION • Upland, CA

1998 to 1999

Regional Sales Manager

- During first 60 days of employment, generated \$2.5 million in new quotes from relationships in government, education and corporate customers.

CompUSA • Anaheim, CA
Regional Sales Manager

1997 to 1998

- Attained record sales of \$1.3 million in first 90 days. Prior to my arrival, average was \$300,000-400,000 in gross sales.
- Recognized as one of top 10 Corporate Sales Managers in the company.

BEST BUY • Eden Prairie, MN
General Manager

1991 to 1997

- Created new markets for company including Denver, Albuquerque, El Paso and Los Angeles.
- Managed four stores: El Paso and Dallas, Texas; Albuquerque, New Mexico; Los Angeles, CA
- Lowered overall inventory shrink from 1.09% to all time low .51% saving the company over \$100,000 in the first quarter.
- Recognized as one of the top performing General Managers in profit & loss, sales and development of people.
- Drove significant amount of business to stores at the border to Mexico.
- Leveraged relationships to accept the Mexican peso at stores at the border to Mexico.
- Recruited, interviewed and hired thousands of employees in the various markets served by the company.
- Continuous recognition in company monthly newsletter for "Excellence in the Community" and for "Employee Appreciation".

EDUCATION

BUSINESS MANAGEMENT, 1982-1987
NORTH TEXAS UNIVERSITY • Denton, TX

CERTIFICATIONS

NEURO LINGUISTIC PROGRAMMING, 2003
CERTIFIED ERICKSONIAN HYPNOTIST, 2003
CERTIFIED COACH, 2003
THE CHRISTOPHER HOWARD COMPANIES • Los Angeles, CA

CERTIFIED COACH, 2002
CERTIFIED SEMINAR LEADER, 2002
AMERICAN SEMINAR COLLEGE • Pasadena, CA
President/CEO of Latino American Seminar College

LEADERSHIP, 2002
COVEY LEADERSHIP CENTER • Los Angeles, CA

PSI VII LIFE SUCCESS COURSE, 2001
PSI BASIC SEMINAR, 2000
PSI SEMINARS • Cerritos, CA

CERTIFICATE OF LICENSE, THE GOSPEL MINISTRY, 1982
FIRST BAPTIST CHURCH • Midlothian, TX

PROFESSIONAL ASSOCIATIONS

Latin Business Association, Los Angeles, CA 2000 to Present
Board of Directors
Chair of Ethics & Bylaws Committee
Chair of 2006 Gala Fundraiser
Chair of 2006 Global Business Conference
Hispanic Chamber of Commerce, Orange County, CA 2000 to Present
Member

PROFESSIONAL ASSOCIATIONS (continued)

Association of Latino Professionals in Finance and Accounting, Forth Worth, TX <i>National Executive Coach</i>	2003 to Present
San Jose Hispanic Chamber of Commerce, San Jose, CA <i>Founding Member</i>	2003 to Present
U.S. Hispanic Chamber of Commerce, <i>Member</i>	1999 to Present

COMMUNITY SERVICE

Latino Empowerment Foundation, Los Angeles, CA <i>Founder</i> <i>Produced "IMAGINE" Latino Conference – San Jose, CA; Los Angeles, CA; La Mirada, CA; Dallas, TX</i> <i>IMAGINE was produced in an effort to empower Latinos nation-wide. Mr. Gutierrez hosted top Latino leaders in the country like Susie Castillo, Miss U.S.A., Paul Rodriguez - comedian, Moctezuma Esparza - Latino award-winning producer and entertainment executive; Christy Haubegger, Founder of Latina magazine, and many others.</i>	2000 to Present
Inner City Arts, Los Angeles, CA <i>Board of Directors</i> <i>Chair of Salsa Committee</i>	2002 to Present
Family Success by Design, Monrovia, CA <i>Founding Board of Directors</i>	2004 to Present

LECTURES AND KEYNOTE PRESENTATIONS (PARTIAL LIST)

Kern County Community College - Bakersfield, CA
Palo Verde Community Collage - Palo Verde, CA
Texas A&M - College Station, TX
Southern Methodist University - Dallas, TX
Southwest Texas State - San Marcus, TX
Latin Business Owners of America - San Diego , CA
Staples Corporation - Boston, MA
Hispanic Chamber of Commerce of Orange County – Orange County, CA
Citibank - Los Angles, CA
Hispanic Association of Colleges and Universities – San Antonio, Texas
County Of Los Angeles - Los Angles, CA
State of California
National Latino Peace Officers Association, Los Angeles Chapter – Los Angeles, CA
Wells Fargo Bank Amigos Association – Los Angeles, CA
Wells Fargo Bank Human Resources National Conference – Seattle, Washington
City Of Fort Worth – Forth Worth Texas
Best Buy Electronics – National
Wal-Mart – Washington, DC and Bentonville, AK
Association of Latino Professionals in Finance and Accounting – Dallas, TX
PriceWaterhouseCoopers – San Francisco, CA
Minority Business Council - Inland Empire, CA
Clasificado Newspaper Sales Training - Los Angeles, CA
Dearden's Department Store Sales Training – Los Angeles, CA

MASTER OF CEREMONIES

Latin Business Association "Sol Awards" 2004 – 2006, Los Angeles, CA
Association of Latino Professionals in Finance and Accounting Annual Awards Banquet – Chicago, IL
Inner City Arts Awards – Los Angeles, CA
Los Angeles Mayor Antonio Villaraigosa's Press Conference, MBOC – Los Angeles, CA

SPOKESPERSON

Frutaiga, Inc. – Worldwide
United Herbal Sciences, Inc. – National
XII Threads Custom Clothiers - Los Angeles, CA

CURRENT 2006 INVITATIONS

ACADEMIC

"Visionary Leadership"
Honeywell, Inc. - China
PEA, Inc. - Thailand
Latin Business Association "Pepperdine University MBA Certificate Program" – Los Angeles, CA

KEYNOTE PRESENTATIONS

Abbott Laboratories – Chicago, IL
Caremark, Inc. - San Juan, Puerto Rico
Family Success by Design - Los Angeles, CA
Latino Perspective Magazine - Portland, OR
Houston Minority Council - Houston, TX
Government of Panama, Special Invitation to visit with the President of Panama and First Lady - Panama

MASTER OF CEREMONIES

Association of Latino Professionals in Finance and Accounting - Forth Worth, TX

RECOGNITION

12th Annual Hispanic Business Magazine Entrepreneur of the Year (EOY) Nomination
Advocate of the Year, Latino Business Association
Latin Business Owners of America, 2002, 2003
Sigma Delta Lambda, Texas State University
Texas A&M University 15th Annual Conference on Latino Affairs
"Inspirational Award", by Visions of Inspiration Television Program
Support of Inner City Arts 15th Anniversary
Hispanic Leadership Organization, City of Fort Worth
National Latina Business Women's Association of Orange County, CA
