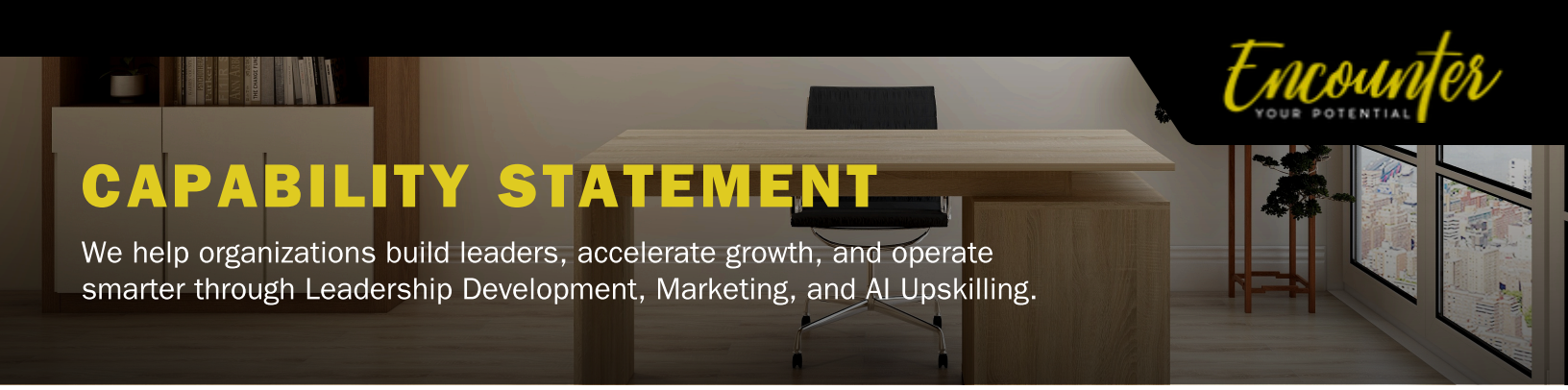

CAPABILITY STATEMENT

We help organizations build leaders, accelerate growth, and operate smarter through Leadership Development, Marketing, and AI Upskilling.

Award-winning, NY State- and NYC-certified Minority- and Women-Owned Business Enterprise (MWBE), founded in 2013. **For more than a decade,** we have helped organizations build leaders, grow, and transform, whatever it takes to embrace their future and ENCOUNTER their potential.

We build **high-performing, people-centered organizations** uniquely powered by our marketing, leadership, and AI expertise. Inclusion and belonging are part of how we strengthen culture and performance.

We are marketing strategists and leadership consultants.

Our differentiator: we use the **power of storytelling** to fuel internal and external communications that move people, teams, and business goals. We deploy quickly to deliver measurable results.

AREAS OF EXPERTISE

1. **PEOPLE-CENTERED LEADERSHIP + CULTURE INNOVATION**

   Audits & assessments (listening tours, surveys, focus groups); strategy & alignment; leadership council/advisory development; organizational mission, vision & values; measurable leadership outcomes; culture strengthening.

2. **TRAINING, LEARNING + DEVELOPMENT**

   Board, C-suite, manager, and all-staff training; facilitated workshops; individual & group coaching; leadership coaching; tailored curriculum and continuity programs.

3. **AI LEADERSHIP TRAINING + WORKFORCE UPSKILLING**

   Move teams from AI-curious to AI-capable with a three-tier, 90-day framework. Reclaim up to 40% of staff time, establish a data-privacy & security baseline, and build internal AI Champions. Your team stays the expert; AI becomes the assistant, never the author of your voice or values.

4. **MARKETING STRATEGY + EXECUTION**

   Marketing strategy & plans tied to revenue goals; brand messaging & positioning; design & communications; digital marketing; sales/marketing collateral; web design; event & project management.

5. **EXECUTIVE PRESENCE + THOUGHT LEADERSHIP**

   Personal branding; executive communications; thought-leadership content; brand elevation strategy and branded assets.

RESULTS

Vevo: multi-year leadership training, development, and coaching engagement (2019 to 2022).

Grow with Google: 6 years as High Impact Partner and facilitator across New York State, reaching thousands of small business owners.

Chase Bank: helped launch the first Chase community bank branch in Harlem as Google's representative contractor. Now a "Power Your Business Potential" series partner.

PRIVATE SECTOR CLIENTS

Columbia University Irving Medical Center · Google · Cisco · Chase · Vox Media · Howard University · HSBC · Summit Health · CityMD · Kitsap Credit Union · Vevo

Industries served: Healthcare, Technology, Financial Services, Education, Media & Entertainment.

PUBLIC SECTOR PAST PERFORMANCE

Project Types: Upskilling and Capacity Building of Small Businesses, Marketing Strategy Development, Staff Development and Education, Leadership Development, Inclusive Leadership for Marketplace performance.

"The WE Master Leadership team has loved working with Sandra Garcia and Encounter Your Potential for the Power Your Business Potential series. Her content has been a valuable addition to the WE NYC offering provided by NYC Department of Small Business Services and has positively impacted the women entrepreneurs we serve."

"Sandra made a great impression at our international bank. The biggest takeaway has been that individuals should think of themselves as the CEO of their brand and career. She impressively touched on focusing on building a brand and developing their own personal board of directors for support."

HOW WE PARTNER WITH ENTERPRISE

For marketing teams: AI upskilling for marketers, brand storytelling, content strategy training
For people and talent teams: leadership development, ERG and emerging leader programs, executive presence coaching
For supplier diversity teams: small and diverse supplier capacity building and training
For larger firms and primes: certified MWBE subcontracting and teaming partner for client delivery

NAICS CODES

541613 - Marketing Consulting Services
541618 - Other Management Consulting Services
541612 - Human Resources Consulting Services
541430 - Graphic Design Services
611430 Professional & Management Development Training
611420 Computer Training (AI upskilling)

CERTIFICATIONS & REGISTRATIONS

WBENC and NMSDC - In Progress

NYC M/WBE ID: MWCERT2020-4620 / **Statewide MWBE** ID: 69495 / **DOE Vendor** ID: ENC298773

AWARDS, CREDENTIALS & EXPERIENCE

- Diversity Action Alliance Distinguished Communicators of Color (2022)
- Ragan Top Women in Communications (2022)
- Digital Diversity Network Innovation & Inclusion, Culture Catalyst (2018)
- Grow with Google High Impact Partner (2019 to 2025)
- ICF-certified coach
- Goldman Sachs 10,000 Small Businesses alumni
- TEDx speaker
- Tuck School of Business at Dartmouth Entrepreneurial & Small Business Digital Excellence Program
- Bilingual delivery (English and Spanish)
- NAMIC Board of Directors (2019 to 2024)
- Forbes 30 Under 30 Marketing & Advertising finalist (2016)
- 12+ years of marketing experience including, Time Warner Cable Media, Clear Channel Outdoor, CNNMoney.com and PEOPLE.com.

FIRM'S AUTHORIZED REPRESENTATIVE

Schedule a 25-min call with Sandra

SANDRA GARCIA GREEN

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