

# CLAUDIA ROJAS

FOUNDER | CEO | AUTHOR



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## TOPICS

- Effective Leadership in a Changing Business Landscape.
- Building and Leading High-Performance Teams.
- Change Management and Adaptability.
- Work-Life Balance in a Remote Work Era.
- Developing Strong Verbal and Non-Verbal Communication.
- Constructive Communication and Conflict Resolution.
- Inspiring and Motivating Through Communication.
- Understanding Emotional Intelligence in Communication.

## CLIENTS

Merrill Lynch, New York Life, MASA Global, The City of New York, Leadership Academy of Utah, Dynamic Engineering, Mass Mutual, Prudential, Novartis, Gilead Scientific, Impact Consulting, North Star Resource Group, Blue Ocean Wealth Strategies, Tax and Financial Group, General Assembly, The Latinista, and more.

## PROFILE

- Bilingual: Fluent in Spanish.
- Corporate training & development: Leadership skill development.
- Training program creation and facilitation.
- Multicultural management, recruiting, business development, and marketing.
- Team building & employee retention strategist.
- Women owned and minority business

## EXPERIENCE

### CONSULTANT | AUTHOR | TRAINER | SPEAKER

Claudia is a catalyst for growth and a passionate advocate for personal and professional development. With a deep-rooted commitment to making learning accessible and enjoyable for everyone, Claudia specializes in creating workbooks that help apply the wisdom from the top professional development books and she extends her passion for books by authoring engaging kids' books as well. Her mission is to ignite the wonder of reading in young minds by providing books they'll cherish.

#### Multicultural Market Expert:

With over 20 years of experience, Claudia has been an unwavering force in the multicultural markets, with a special focus on the Latino community. Her dedication to diversity and inclusion is a thread that weaves through her work and life.

#### Results-Driven Professional:

Claudia is a highly results-driven individual who approaches everything she does with a systematic and organized mindset. Her expertise lies in developing training programs and materials that not only educate but also engage learners. She firmly believes that professional development should be straightforward and accessible to all.

#### Books Made Easy:

Claudia founded Books Made Easy in 2018, a company that specializes in professional book clubs. They take complex concepts and makes them practical and simple to implement in today's fast-paced world. Her secret? Organized micro-steps that pave the way to success.