



**Aileen Roberta Schlef**  
Founder & Principal

Based on the core values inherent in stakeholder relationships Aileen Schlef founded Creative Alliance Communications (CAC/Creative Alliance) to help clients successfully navigate the “mysteries” of modern communications as an integral part of company governance. Today’s leaders face unprecedented challenges to cultivate and maintain key stakeholder relationships. They must quickly synthesize massive levels of information with excellent insights and communicate complicated issues with clarity, purpose and transparency.

Recognized for ground-breaking work in corporate, business, government, university and nonprofit settings. Creative Alliance, with an expert consultant network, has created model cross-sector programs that benefit communities and companies throughout the nation. They remain at the forefront of diversity-inclusion and Latino initiatives, particularly advancing Latino and multicultural partnerships. With top-tier business and organizational strategies, CAC specializes in clients who are in transition or expanding to new markets. The CAC portfolio of successful communications-based strategies and collaborative ventures includes healthcare, education, housing, financial, and corporate and non-profit communications. Known for its dedication to represent people of all backgrounds by faithfully capturing their lifestyle and nuanced cultural tones, CAC’s network of professionals bolster their world-class credentials with a commitment to continual *on-the-ground* engagement: CAC knows how programs and policies play out over time and place and coaching and training throughout the engagement is a cornerstone of success—for the client and community. Creative Alliance has SAM registration with the federal government and is CBE-certified in Washington, DC.

Aileen’s career started as an intern and campaign aide with Senator Robert F. Kennedy. She was a member of the 2018 RFK 50<sup>th</sup> Anniversary Planning Committee program that hosted more than 4,000 attendees in the Arlington Cemetery ceremony honoring the late Senator, Attorney General and presidential hopeful. Building on key RFK initiatives over the years, Aileen was a member of the precedent-setting teams establishing several historic national organizations that have stood the test of time and contributed substantially to the social and economic progress of U.S. Latinos. She was the Department of Education’s first adult bilingual and immigrant education specialist and served by appointment to the Transition Team’s Civil Rights Task Force for the new U.S. Department of Education in 1979-80.

In California, Aileen was one of a team of four who transformed a small immigrant clinic to a multisite, multicultural health and services agency valued at \$8 million in 1988. Seeking recognition among diverse markets, Aileen led its name change to AltaMed Health Services Corporation, opening six new sites and producing a Hollywood Centennial celebration to showcase Hispanics in Hollywood. AltaMed is today a regional health complex with a value approximating one billion dollars.

In the finance field, as Vice President of Marketing & Community Development, State of New York Mortgage Agency (SONYMA), a \$10 million public/private company, Aileen transformed SONYMA’s public image from its traditional “brick and mortar” structure to a more nimble industry- and consumer-responsive entity. She set up effective partnerships with the banking, construction and real estate

industries and expanded services to new markets and languages backed by the first SONYMA statewide data-driven strategies.

While a Chase Manhattan Bank in-house consultant, Aileen showed herself to be an inclusive innovator. She led special projects for the associate and analyst candidate programs and was recognized for designing out-of-the-box corporate programs: The Summer Associate Program realized an unprecedented 95% acceptance rate on offers made. The Chase/United Negro College Fund campaign became a national corporate model by achieving an 80% increase in profits.

A compelling wordsmith and communicator, Aileen brings thoughtful real-life perspective to her work. She has reported on Latino life in key print and online publications since the 1972 launch of *La Luz Magazine*. An active member of the National Press Club, Aileen received Vivian Awards in 2011, 2014, 2018, 2019 and 2020 for her special projects on behalf of members. She is the 2020 Co-Chair of the Events Committee. Noted projects include NPC's first Communicator Legends program with her interview of Frank Mankiewicz 2011, the 2018 Legend Dinner honoring Obama Secretary of the Interior Ken Salazar. Other successes include: live interviews with Juan González and Joseph Torres, co-authors, "*News for All the People: The Epic Story of Race and the American Media*;" screening of the award-winning *Harvest of Empire*; launch screening of the PBS *Latinos in America* television series by journalist/author Ray Suarez. In 2018 Aileen was the communications innovator that launched the Artificial Intelligence seminar featuring the Wall Street Journal's Francesco Marconi. In 2019: "RFK In the Land of Apartheid" with Kathleen Kennedy Townsend, director Larry Shore; and "RFK: His Words for Our Times," with editor Rick Allen and Kathleen Kennedy Townsend. Aileen designed and produced the first NPC diversity initiative, "Communicators & Journalists: Build Beneficial Relationships with US Latino Thought Leaders." In 2020: specials with the NPC president: Conversation with Dolores Huerta and a Discussion with Denise Rolark Barnes, the publisher of the *Informer*, a nationally recognized community news outlet for its news presence for the African American community; "Soldiers without Swords: The Black Press in America", a renowned documentary detailing the prevalence of the African American press despite centuries of discrimination.

Aileen completed a master's degree and doctoral studies in communications, community relations and higher education administration at Antioch University Juárez-Lincoln Center and the University of Southern California. She earned a Columbia University Graduate School of Business certificate in *High Impact Leadership: Maximizing Individual and Organization Performance*. Aileen was a Fellow with the US-Mexico Solidarity Foundation in Mexico. She has institutional and nonprofit management and training certificates from the CASE Academy (Council for Advancement and Support of Education) and Kellogg-United Way.

Recent clients include the Medi Group, Sluggers (Ft. Worth), Latino Corporate Development Association, the National Hispanic Medical Association, the Ciesla Foundation and Graduate School USA where she was an adjunct faculty member in communications and nonprofit management, specializing in fundraising and resource management. A freelance reporter, Aileen is a member of the Rotary Club of International Friendship, LULAC (Chapter 11041, former Scholarship chair), Greater Washington Hispanic Chamber of Commerce, Washington Women in Public Relations, Comadres Para Las Americas and a recent past board secretary of the National Association of Hispanic Journalists DC.