

Cima Strategies



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Elia Quintana
Jennifer Arce



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ABOUT US



Elia Quintana
Co-Founder

Elia has over 20 years of experience in the DE&I space. She has advised Fortune 500 companies, national non-profits, and top employers including American Petroleum Institute, Time Warner Cable, Telemundo, ABC Network, Beazer Homes, Avon, and more, to help them build more authentic stakeholder relationships with communities of color, development of small or large scale corporate and non-profit events.

Elia holds a bachelor of arts degree from the University of California, Santa Barbara, in political science and Latin American history, and an executive masters of business administration degree from the University of California, Riverside.



Jennifer Bonilla Arce
Co-Founder

Jennifer brings a strong background in both the public and private sector. Her professional career spans a variety of industries where she has assisted in developing stakeholder engagement strategies, public policy, business development, and regulatory initiatives.

She has also amassed extensive event production experience ranging in social, corporate, non-profit, and government events. Notably, during her tenure with the Anheuser-Busch Companies, Jennifer assisted with the 2012 Republican National Convention hospitality site, and the 2012 Presidential Debates media hospitality sites across the U.S. Later, she managed national multicultural events for the U.S. Army's Marketing and Research Group. Jennifer is a graduate of The George Washington University (B.A.) and The Johns Hopkins University (M.A.)

OUR SERVICES

Cima Strategies was founded in September of 2021 to help organizations achieve equity in the workplace, enhance stakeholder engagement, and to develop the leaders of tomorrow. We are a Latina, woman-owned consulting firm committed to driving impactful change for communities of color.

STAKEHOLDER ENGAGEMENT

- Third-Party Outreach
- Coalition Building
- Strategic CSR Philanthropy
- Grassroots Mobilization

STRATEGIC COMMUNICATIONS AND MARKETING

- Messaging Strategy
- Digital Engagement
- Content Creation
- Social Media Engagement
- DE&I Research & Programming

EVENT CURATION

- CSR Events
- Leadership Summits
- ERG/BRG Leadership Conferences
- Stakeholder Events
- Special Events



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EVENT CURATION SERVICES

Event Design

- Assist with development of overall event concept and guest experience
- Determine and coordinate event production needs (A/V, décor, photography, entertainment, etc.)
- Select and coordinate food and beverage

Core Support

- Identify event sites and vendors
- Manage contracts and relationships with event sponsors and vendors
- Develop and manage event timelines, run-of-show, event programming, VIP logistics and security

Planning and Organization

- Conduct regular event update calls/meetings with Client
- Develop and manage event budgets, event registration, guest seating lists/charts, briefing materials
- Create and manage equipment and materials inventory trackers

On-Site Event Management

- Manage event production timeline and oversee all vendors and event staff
- Serve as point of contact for speakers, VIP guests, sponsors, and media
- Ensure all contract elements are executed

PR, Signage, and Materials

- Develop press releases and manage distribution
- Provide media outreach, social media marketing, and interview scheduling/coverage
- Coordinate print/online material design, proofing, and production

Post-Event

- Conduct post-event review meeting
- Provide post-event report capturing and summarizing all key event details
- Assist with closing out any outstanding vendor contract provisions
- Provide post event media coverage

***Customized event services are available upon request to best fit your event needs.**



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TEAM EVENT PORTFOLIO SAMPLE

2023 Latino Leaders Network Cafecito Series The Waldorf Astoria - Washington, DC

This first-annual in-person Cafecito Series event had previously been held virtually. In 2023, Latino Leaders Network invited a live audience comprised of a younger generation of guests and leaders.

The Cafecito event consisted of a program designed in collaboration with Latino Leaders Network to feature a compelling and relevant agenda and speakers to the targeted audience group. The guest list was curated by Cima Strategies in collaboration with various local partner organizations and extended network.

Event services aside from those mentioned above included sponsor engagement, prospecting, venue identification and contract negotiation, vendor management, registration support, stage/speaker management, and overall coordination and on-site logistics support.

2024 Latina Style 50 Awards and Diversity Leaders Conference Crystal Gateway Marriott - Arlington, VA

Bringing together representatives of the Top 50 Fortune 500 companies and guests from across the country, this one-day conference enjoyed the company of nearly 300 participants.

This event was comprised of daytime programming that consisted of informative fireside chats, keynote speakers, workshop sessions, and an Awards Luncheon.

Local vendors were gathered to highlight some of the area's small businesses during the conference's networking event. The evening gala featured a second awards presentation, an executive dialogue, and entertainment.

Planning and production for this event: program content, budgeting, branded product placement, local vendor sourcing, scheduling and production for speakers/emcee, stage design, speaker management, full event production, public relations, overall coordination and on-site logistics support.

2024 UnidosUS Annual Conference "Our Time is Now" MGM Grand - Las Vegas, NV

To be held on July 15-17, 2024, the UnidosUS Annual Conference is the pinnacle of the organization's annual events.

This marquis event is slated to include over 100 speakers, a sold-out registration list of 1500+ attendees, in pursuit of further increasing the opportunity to drive social justice for the Latino community.

In tandem with the greater UnidosUS team, Cima is serving as the primary POC for key logistics vendors (MGM events managers, catering, audio visual, general service contractor), maintaining Conference Master Schedule, floor plans, design team support, registration, vendor accounting, hotel block, on-site logistics, website content and post-conference close-out assistance, among other responsibilities.



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STAKEHOLDERS





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CLIENTS



WASHINGTON DC METROPOLITAN AREA





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REFERENCES

→ UnidosUS

Delia de la Vara, SVP, Advancement and External Affairs

- 213.787.9605
- ddelavara@unidosus.org
- Events:
 - 2024 Unidos Annual Conference, MGM Grand Convention Center; Las Vegas, NV
 - 2022 Raul Yzaguirre Reception, Walter E. Convention Center; Washington, DC

→ Latino Leaders Network

Mickey Ibarra, Founder and Chairman

- 202.425.4287
- mickey@latinoleadersnetwork.org
- Events:
 - Latino Leaders Luncheon Series
 - Tribute to Mayors
 - Cafecito Series
 - Locations: Nationwide

→ National Association of Hispanic Publications

Ricardo Hurtado, President NAHP Media

- 267.304.2016
- ricardo@myhispanicmediasolutions.com
- Event: 2022, 2023, 2024 NAHP Annual Events
 - NAHP Legislative Summit, Washington, DC
 - NAHP Annual Convention
 - Locations: Nationwide

→ Latina Style Magazine

Beana Ramirez, Director of Corporate Relations

- 214.357.2186
- beana.d@latinastyle.com
- Events:
 - 2023 Latina Style 50 Awards and Diversity Leaders Conference; Arlington, VA
 - 2024 Latina Style 50 Awards and Diversity Leaders Conference; Arlington, VA