

Ph.D.

Las Vegas, NV

CAREER ACCOMPLISHMENTS

- 15+ years of experience in high impact research, marketing education, and economic and workforce development for nonprofits and corporate organizations with up to \$35B in annual revenue.
- Led high performance teams with up to 75 supervisors and hundreds of team members for an international organization.
- Supported economic development and workforce programs for a government-funded corporation operating in 5 states and affecting more than 2M diverse participants per year.

PROFESSIONAL EXPERIENCE

COBBINS & ASSOCIATES– Las Vegas City, Nevada

September 2018 – Current

Cobbins & Associates is a premier consulting firm specializing in educational development, nonprofit strategy, and workforce readiness. Leveraging insights from Nevada P-20 to Workforce Research Data System (NPWR), we deliver data-driven solution aligned with state priorities, supporting corporations, government agencies, and academic institutions in advancing equitable education and workforce development across Nevada.

PRESIDENT

- Strategic Leadership & Program Development: Our adaptive, innovative approach promotes critical thinking, lifelong learning, and student success. Through NPWR-informed program design, we address evolving educational and workforce needs, ensuring alignment with state-level strategies to maximize client impact.
- Collaborative Partnerships & Empowered Impact: Cobbins & Associates fosters partnerships with corporations, government entities, and academic institutions to drive impactful educational initiatives. Guided by NPWR data and various sources, we help clients implement solutions that resonate with students and communities, amplifying the reach and effectiveness of their programs.
- Resource Optimization, Advocacy & Evaluation: Our resource management expertise ensures well-supported client initiatives through strategic partnerships, advocacy, and grant acquisition. By aligning programs with workforce development priorities and providing data-informed evaluation, we foster continuous improvement and measurable impact.
- Workforce Development & Team Expertise: We equip clients with solutions designed for today's education and workforce landscape. By focusing on transparency and professional growth, we prepare clients to address both immediate and long-term goals, creating resilient programs aligned with Nevada's economic priorities.
- Through NPWR data, Cobbins & Associates provides consulting services that reflect comprehensive state-level insights, enabling sustainable, impactful solutions in education, workforce readiness, and community engagement.

CHICANOS POR LA CAUSA – Las Vegas City, Nevada

May 2019 – Nov 2024

Chicanos Por La Causa is a statewide economic and workforce development corporation. It has nearly 900 employees and impacts more than 2,000,000 people every year across 5 states: AZ, NV, NM, TX, and CA. Programs include Health & Human Services, Housing, Education, and Economic Development and Advocacy.

WORKFORCE ACADEMIC MANAGER

- Responsible for supporting Education and Economic Development initiatives across 5 states.
- Supported Department of Labor grant that for YouthBuild USA and CPLC Nevada across 50 States and Mexico.
- In 5 years, supported over 500 underserved diverse and at-risk individuals in attaining education and employment, representing \$12.4M in economic output.
- Achieved 100% retention and completion rates for diverse students during tenure.
- Created community partnerships with the Nevada Department of Employment, EmployNV, and Workforce Connections.
- Achieved double-digit NRS level gains and provided reporting on student compliance to senior management and case management teams, which resulted in being awarded the NPWR Community Grant by GOWINN.

COLLEGE OF SOUTHERN NEVADA – Las Vegas City, Nevada

The College of Southern Nevada (CSN) has grown to become a leading education institution and the 5th largest college of its type in the country. CSN is a fully accredited institution offering hundreds of degrees and certificates in 70 academic

programs. Held a role as an Adjunct Interdisciplinary Educator in addition to 3 distinct career experiences with the Nevada Department of Education.

ADJUNCT INTERDISCIPLINARY EDUCATOR

FEB 2018 - MAY 2023

- Developed and managed syllabus materials for the Workforce department, which offers courses in Marketing, IT, and Professional Development and provides education to 5,500+ students per year.
- Ranked within the Top 5% of Adult Educators across the state, out of ~200 professionals, for achieving high retention and completion rates (95%) for over 1,500 students.
- Developed partnerships to facilitate the sharing of WIOA resources with the Department of Labor, and Re-entry Programs.
- Administered evaluations of students based on course deliverables and course rubrics, including TABE, HiSET, GED, CASAS, and AZTEC, in addition to specialized 1:1 curriculum development, working with diverse populations.
- **Additional roles held with the Nevada Department of Education (Stipend):**

NEVADA OFFICE OF CAREER, TECHNICAL, AND ADULT EDUCATION (OCTAE)

AUG 2020 – JUN 2023

- Selected by the Nevada State Director from the Department of Education to represent the State of Nevada concerning the Office of Career, Technical, and Adult Education (OCTAE) – a partnership with Washington DC.
- In partnership with the American Institute for Research (AIR) supported an eight (8) month assignment in partnership with the American Institute for Research (AIR), which consists of the Teaching Skills That Matter (TSTM) program and (supporting tens of millions of Americans nationwide.)

BEST PRACTICES ADVISORY COMMITTEE PROFESSIONAL

Nov. 2019 – MAY 2020

- Supported the Division of Workforce and Economic Development (DWED) with agile process engineering and provided viable academic solutions to third-party academic and nonprofit intuitions, which serve at-risk youth and adult education for ~5,500 students.
- Achieved double-digit NRS and CCR gains, and level gains within 45 days of instruction.
- 100% success rate in achieving goals in HiSet, TABE Tests, and ELA programs.
- Created a model for the entire program to utilize to increase the overall program matriculation rates, which helped decrease the dropout participation rates.
- Spearheaded an 8-week pilot project for Nevada Adult Career Education Services (A.C.E.S), which resulted in an 87% success rate in NRS/CCR level gain for TABE students within 5 weeks and a 100% success rate by the end of week 8.

CSN STANDARDS IN ACTION 2.0 REVIEW PILOT MEMBER

FEB. 2019 – MAY 2020

- One of three people selected to review and ensure compliance and industry standards of academic math programs across 50 states for the standards in action.
- Ensured the curriculum for core subjects in the State of Nevada was aligned to meet the needs of adult learners and industry needs within the Division of Workforce and Economic Development (DWED) and A.C.E.S program.
- Presented the Mathematics Standards in Action to the National State Directors concerning various academic programs throughout the nation.

E.A.N. HOLDINGS – Las Vegas, Nevada

October 2015 – July 2017

A leader in transportation, logistics and mobility. E.A.N is the parent company of car rental agencies Enterprise Rent-A-Car, Alamo Rent-a-Car, and National Car Rental. The holding company has 9,500 branches, 90,000 employees, and \$35B in annual revenue (2023).

CORPORATE ESCALATION MANAGER

- Managed a \$5M budget and worked with 50 high performance regional partners/locations to ensure 45,000+ vehicles were in service.
- Managed 3,000 call center reps and training initiatives and achieved an 85% increase in positive customer success surveys (~1,500/week) within the first 45 days.
- Decreased average handling time from 5-10 minutes to 2-3 minutes within the first month by utilizing root cause analysis, a Six Sigma Methodology with Kaizen to sustain the alignment of the high performing teams and objectives.

EXAMINER.COM – Las Vegas, Nevada

October 2012 – July 2016

Examiner.com is a 50-state news organization and digital city guide that supports local businesses with marketing and traffic. The company had ~30,000 employees (2012) and over \$180M in annual revenue during employment.

JOURNALIST: LAS VEGAS BUSINESS STRATEGIES & LAS VEGAS POLITICAL BUZZ

- Grew monthly viewership from 0 to 60,000 in 4 years for segments of Las Vegas Business Strategies and Political Buzz, enabling up to 6 figures in annual advertising revenue.
- Led SEM and SEO for Nevada operations in addition to managing a 5-figure budget for AdWords campaigns for over 400 articles per year.

DYNAMIC CONSULTANTS ENTERPRISE – Las Vegas, Nevada

June 2010 – December 2015

Management consulting firm; clients include: 7-11, Wal-Mart, CastForce, Panera Bread, Nevada State Apartment Association, Party USA, Marshall Retail Group, Solvate

DIRECTOR OF MARKETING AND MARKET RESEARCH (TELECOMMUTE OFFICE)

- Landed Party USA's collaboration with USPS and launched 4 new sites representing up to \$16M/year.
- Created a strategic sales and marketing plan for Marshall Retail Group and supported 100+ retail locations in attaining 9 figures in additional revenue.
- Launched 200+ gift card merchandising projects on behalf of CastForce for all Walmart, CVS, and Walgreens locations in Nevada, representing 8 figures in annual revenue.

PARTY USA – Las Vegas, Nevada

February 2009 – December 2012

DIRECTOR OF MARKETING AND MARKET RESEARCH

- *Managed a \$17.3M budget for a retail operations company with 4 retail locations and 15+ popup stores*

TEAVANA CORPORATION – Chicago, IL

March 2005 – January 2008

Teavana opened over 350 Teavana locations throughout the United States, Canada and Mexico.

GENERAL OPERATIONS MANAGER

- *Created high performance teams which increased sales by 215% yearly and managed a \$5M annual budget. Assisted with the M&A that resulted in a \$620M sale to Starbucks.*

EDUCATION & ADDITIONAL QUALIFICATIONS**Doctor of Philosophy in Technology and Innovation Management, Minor in Engineering Management**

Northcentral University, College of Technology, San Diego, California 2024

Executive Master of Public Administration, Major in Public and Nonprofit Management

Cornell University, Brooks School of Public Policy, Ithaca, NY, 2026

MBA in Marketing, University of Phoenix, College of Business, Las Vegas, NV 2017**Masters Certificate in Financial Management**, Cornell University, SC Johnson College of Business, Ithaca, NY,

2010

Bachelor of Science in Communication, Marketing and Sales, University of Phoenix, College of Business, Las

Vegas, NV 2014

Professional Training & Development:

Master Six Sigma Black Belt

Kaizen Management

Market & Product Knowledge (R&D)

Ph.D.

Project Management

Certified Machine Learning Expert (In progress)

Relationship Building and Team Management

Total Quality Management

Certified Engineer Prompt

Innovation Management

Certified Generative AI Expert

Certified Social Media Marketing Director

Cross-Functional Collaboration

Certified Artificial Intelligence (A.I.) Expert

Litigation & Alternative Dispute Resolution Specialist

Risk Mitigation/Regulatory Management

Executive References Available Upon Request

██████████ Ph.D.

Candidate for State Superintendent of Public Instruction – State of Nevada

Nevada stands at a pivotal moment in public education one that demands bold leadership, transparent governance, and outcomes-driven innovation. As Superintendent of Public Instruction, I will lead the Nevada Department of Education (NDE) with a unified vision: to ensure every student, in every corner of the state, achieves academic success, career readiness, and lifelong opportunity regardless of race, income, zip code, or learning background.

Strategic Vision:

My vision for NDE is rooted in three pillars:

1. **Equity as a Statewide Imperative:**
Equity is not a program it is a principle that must be embedded in all NDE operations, from funding distribution to curriculum design. Building on the Pupil-Centered Funding Plan, I will ensure that underserved and underperforming schools receive targeted support, and that outcomes for students with disabilities, English learners, and foster youth are closely monitored and improved through data-informed strategies aligned with the Nevada Consolidated State Plan under ESSA.
2. **Workforce and Economic Alignment:**
Students must graduate prepared for the world they will enter. I will scale programs that align with Nevada's high-demand sectors of the future, AI, healthcare, and skilled trades root in scientific principals expanded by STEM; deepening partnerships with Workforce Connections, NSHE, and industry councils. My prior leadership with NPWR data and WIOA-backed initiatives has proven that early pathway exposure, LER stackable credentials, and hands-on learning drive both student engagement and workforce competitiveness.
3. **Instructional Innovation and AI Integration:**
In alignment with the White House Executive Order on Artificial Intelligence, I will guide Nevada's K–12 system to adopt future-ready learning models that incorporate AI literacy, digital fluency, and problem-solving competencies. Building educator capacity and digital infrastructure; especially in rural and low-access areas will be critical to this mission.

Action Plan for Leadership:

- **Reorganize NDE Around Impact Metrics:** Realign divisions to focus on cross-functional goals: student achievement, educator quality, and regional equity.
- **Data-Driven Decision Making:** Expand the use of NPWR and real-time performance dashboards to inform interventions and accountability.
- **Educator Recruitment & Retention:** Streamline licensure (including international credential translation), create mentorship pipelines, and support mental health and well-being for educators.
- **Community Partnership & Trust:** Lead a statewide listening tour to strengthen engagement with parents, tribal leaders, educators, and employers. Restore confidence through transparent communication and actionable timelines.

Nevada's greatest asset is its people, diverse, resilient, and visionary. My role as Superintendent will be to lead with humility, govern with integrity, and ensure our public education system becomes the engine of upward mobility and state prosperity.

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