



After 20 years in the corporate sector, **Veronica Cool** established **Cool & Associates LLC** in 2011 to provide the following services: Hispanic Marketing & Community outreach, Recruiting & Staffing, Financial Services, Management Advisory Services, Professional Development including Speaking & Facilitating workshops and Seminars.

With the great need to engage the rapidly growing Hispanic segment, Cool specializes in Diverse Segment outreach- In essence, how to best engage this segment most effectively, whether thru digital, coalition building, events or a fully integrated plan developed upon auditing and assessing the current processes & infrastructure.

Cool has received various awards including the Daily Record's MD Top 100 Woman, inducting her into the Circle of Excellence and the US Hispanic Chamber Ultimate Latina Award in the Corporate Sector. Former First Lady Michelle Obama recognized Veronica for her commitment to mentoring youth at the National Mentoring Summit. She also served on Governor O'Malley's Gubernatorial Transition Steering Team.

She has travelled internationally on trade missions to foster economic growth and has spoken nationally in various conferences addressing topics such as Diverse Segment Marketing, Minority/WBE and entrepreneurship and Women in Business and Leadership.

She is a graduate of Kutztown University with a BS in Business Administration, and she also holds a Master's of Science in Finance degree from Loyola University of MD. A native of Dominican Republic, she is the Past Board Chairman of the MD Hispanic Chamber of Commerce, and currently serves on the boards of Open Society Institute, Big Brothers Big Sisters of the Greater Chesapeake, Hispanic Leaders Association, and Advisory Board of the MD Small Business Technology Development Center.