



PROFESSIONAL BIOS FOR

DR. YASMIN DAVIDDS AND NORMA PARRAZ



Dr. Yasmin Davidds, is an organizational psychologist, a master negotiations certified coach; and an international best-selling author. She is recognized as a leading Female Trainer, Teacher and Coach with over 15 years of instruction developing and cultivating the next generation of minority student leaders. Dr. Davidds leadership books and trainings have provided extensive work with minority youth. She is highly respected for her instructional training programs with innovative learning methodologies via e-learning, in the following courses:

- Studies in Organizational Change
- Leadership and Team Development
- Training in Organizations
- Organizational Leadership
- Organizational Change
- Organizational Development
- Business Management
- International Business
- Organizational Ethics
- Transforming Organizational Culture
- Learning Organizations for Complex Environment

She served as past co-chair for the California HOPE Leadership Institute, Collaborator with Great Minds in Stem, and an Advisor to the Society of Hispanic Professional Engineers (SHPE).



Norma Parraz is a business leader and social entrepreneur with over 25 years experience working with niche Multicultural Business Markets. She has extensive experience in developing student training programs for non-profit organizations, including her most recent work in developing the funding for the Stanford Latino Entrepreneur Leaders Program totaling \$1.5million, and the American Film Institute Latino Fellowship Program fundraising \$500K.

Ms. Parraz is a successful leader, a national convener of business communities with strong expertise working in public policy, public relations, government relations, and non-profit organizations. Ms. Parraz has a winning track record in promoting value added partnerships and multicultural inclusion with her vast network of business contacts throughout the U.S. Ms. Parraz is a graduate of the University of Arizona. She was raised on the U.S.-Mexico border and currently resides in Arizona with her two daughters. Ms. Parraz currently serves on the Board of Directors for the Greater Phoenix Black Chamber of Commerce, the Phoenix Film Foundation and the Latino Donor Collaborative Advisory Council.