

# About Aliana Apodaca

Your Source for Inspiration. Your partner for Change.

Aliana Apodaca is known for providing fast paced, inspiring and humorous programs with useful content that makes her a sought after speaker worldwide. With 25 years of experience she has jazzed up thousands of people throughout the United States, Bolivia, Puerto Rico, Mexico and Spain. She is known as an authority on change management, energizing employees, increasing teamwork, and developing effective leaders. Some of her clients include Deloitte Consulting, Marriott Hotels, Dept of Labor, Dept of Housing, Raytheon to name a few. Among her many presentations Aliana was asked by the American Embassy in Bolivia to travel the country providing empowerment training and motivation to the women of that country.

Born in El Paso, Texas Aliana grew up as the oldest of seven children in the Barrio de Ysleta. From these humble beginnings, Aliana overcame an abusive childhood and evolved from being a single mother on welfare to becoming a much sought after inspirational speaker, business consultant, trainer, coach, and writer.

Aliana is a gifted speaker who connects with her audiences through humor and real life stories filled with inspiration and practical tips. Audiences connect with her warm style and can relate to her experiences, struggles and lessons. Her powerful teachings have moved audiences to profoundly change their lives and to take the action steps necessary for success. Aliana combines a down-to-earth attitude with a “splash of salsa” to help you develop the attributes to your personal power!

As a business owner and advocate for women, Aliana has been recognized by the Small Business Administration as the District - Women in Business Advocate of the Year and was named Business Woman of the Year; and one of 13 Latinas across the State of Texas as a Woman of Distinction by TAMACC (Texas Association of Mexican American Chambers of Commerce). She was honored to be chosen as part of a group of small business owners invited to meet with the President at the White House. Aliana has hosted several local TV programs and for over 20 years was a featured Business columnist with the *El Paso Times*. Her column provided advice and guidance to readers on workplace issues. She has been featured in Hispanic Magazine, LatinaStyle Magazine and was named as one of “1000 Women for the Nineties” by Mirabella Magazine. She is a Fellow of the National Hispana Leadership Institute, one of twenty-five women chosen from throughout the United States for outstanding leadership and community service. Active community involvement has been a priority for Aliana. Her civic and professional involvement is at the local, state and national levels. She has served on the Board of Directors of: Latinas 100, Greater El Paso Chamber of Commerce; University Medical Center; National Hispana Leadership Institute-Alumni; Texas Workforce Development Network; National Association of Private Industry Councils; Boys & Girls Clubs of El Paso, Loretto Academy Board of Trustees; El Paso Hispanic Chamber of Commerce; Upper Rio Grande Private Industry Council; El Paso Child Guidance, CEDARS—Center for Entrepreneurial Development, Advancement, Research and Support at the University of Texas at El Paso; and is a founding member of the U.S. Women’s Chamber of Commerce. She is currently serving on the Board of Community En Accion and the Gifford Foundation.

Aliana is also the founder of the Women’s Leadership Institute and Latinas 100; two organizations dedicated to furthering the leadership capabilities of women and providing them tools for networking and professional development. Her personal style and approach have been warmly received at many conferences where she has appeared with Jane Fonda, Maya Angelou, Sally Field, Gloria Steinem, President Clinton, and Christina Saralegui to name a few.

Aliana lives in El Paso, Texas with her beloved husband. They are beginning to enjoy life as empty nesters.

# Selected Client List

## BUSINESS

DELOITTE CONSULTING GROUP  
NUCLEAR POWER PLANT- SPAIN  
TEXAS GAS SERVICE  
CHASE BANK  
EL PASO ELECTRIC CO.  
EL PASO TIMES, INC.  
FORT BLISS CREDIT UNION  
GTE MOBILE COMMUNICATIONS  
LEVI STRAUSS & CO.  
MARRIOTT HOTELS  
RAYTHEON COMPANY  
THE EUREKA COMPANY

## HEALTHCARE ORGANIZATIONS

LAS PALMAS/DEL SOL MEDICAL CENTER  
BAXTER HEALTHCARE CORPORATION  
PROVIDENCE MEMORIAL HOSPITAL  
R.E. THOMASON HOSPITAL  
WILLIAM BEAUMONT ARMY MEDICAL CENTER

## CITY/STATE/NATIONAL AGENCIES

CHAMBER WOMEN IN ACTION, GEPCC  
CHILD CRISIS CENTER OF EL PASO  
CITY OF EL PASO  
EL PASO CENTRAL APPRAISAL DISTRICT  
EL PASO COUNTY ATTORNEY'S OFFICE  
FT. BLISS - TRAINING & DEVELOPMENT DIVISION  
LEADERSHIP EL PASO, GEPCC  
LEADERSHIP LAS CRUCES, LLCC  
NEIGHBORHOOD REINVESTMENT CORPORATION  
STATE OF NEW MEXICO, SANDOVAL COUNTY  
TEXAS EMPLOYMENT COMMISSION  
UPPER RIO GRANDE PRIVATE INDUSTRY COUNCIL  
WHITE SAND'S MISSILE RANGE  
WOMEN'S LEADERSHIP INSTITUTE, EPHCC  
YMCA  
YWCA

## MANUFACTURING/MAQUILAS

DELPHI - SISTEMAS ELECTRICOS  
FARAH, USA, INC.  
PHILIPS - CD. JUAREZ, CHIH., MEXICO  
PHILIPS ILUMINARIOS - MONTERREY, MEXICO  
SIEMENS ENERGY & AUTOMATION, INC.  
SISTEMAS ELECTRICOS Y CONMUTADORES

## EDUCATIONAL INSTITUTIONS

CLINT INDEPENDENT SCHOOL DISTRICT  
COLLEGE OF LAKE COUNTY, GRAYSLAKE, ILLINOIS  
EL PASO COMMUNITY COLLEGE  
EL PASO INDEPENDENT SCHOOL DISTRICT  
HISPANIC LEADERSHIP PROJECT - NMSU  
INTERNATIONAL BUSINESS COLLEGE  
NEW MEXICO STATE UNIVERSITY  
NEW MEXICO TECH COMMUNITY COLLEGE  
REGION 19 - HEADSTART  
SANTA FE COMMUNITY COLLEGE  
SOCORRO INDEPENDENT SCHOOL DISTRICT  
UNIVERSITY OF TEXAS AT EL PASO  
YSLETA INDEPENDENT SCHOOL DISTRICT

## CONFERENCES & KEYNOTE SPEECHES

WOMEN'S LEADERSHIP FORUM; LA PAZ BOLIVIA  
AMERICAN G.I. FORUM - NATIONAL WOMEN'S CONF  
AMERICAN SOCIETY OF MILITARY COMPTROLLERS  
EXECUTIVE WOMEN INTERNATIONAL  
FOSTER PARENT ASSOCIATION, INC.  
LAS ANGELITAS OF NEW MEXICO  
MALDEF - MEXICAN AMERICAN LEGAL DEFENSE AND  
EDUCATION FUND  
MINORITY ENTERPRISE DEVELOPMENT - TAMPA, FL  
NATIONAL COUNCIL OF LA RAZA  
NATIONAL HISPANA LEADERSHIP INSTITUTE  
NEW MEXICO GOVERNOR'S CAREER DEVELOPMENT  
OMEGA INSTITUTE - WOMEN & POWER  
PROFESSIONAL HOME CHILD CARE ASSOCIATION OF TX  
SOUTH CENTRAL WOMEN'S CONFERENCE  
SOUTHWEST OSTEOPOROSIS FOUNDATION  
TAMAAC - TX ASSOC OF MEXICAN-AMERICAN CHAMBERS  
OF COMMERCE  
TEXAS DEPARTMENT OF HUMAN SERVICES  
TEXAS WORKFORCE DEVELOPMENT NETWORK  
U.S. DEPARTMENT OF LABOR  
U.S. HISPANIC LEADERSHIP CONFERENCE

## TELEVISION

BUSINESS POWER HOST  
EL PASO MATTERS - CO-HOST, KCOS  
KCOS - MENTAL HEALTH SHOW  
LIFE MANAGEMENT - CHANNEL 15  
NEWS 7 - EXTRA