

Leila Entezam

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SUMMARY

Solution-oriented leader with 20+ years of experience in business consulting and project management. Expertise include psychology, human behavior, and strategic development while advancing business innovation. Possess successful track record of advising individual and organization clients in order to increase engagement and revenue through various stages of growth.

SKILLS & QUALIFICATIONS

Core Competencies: Neuropsychology, Communication, Negotiations, Research, Implementation, Cross-Discipline Translation

Personal: Detail-Oriented, Team Leader, Problem Solver, Multitasker, Resilient and Adaptable in Fast-Paced Environments

Technical: Microsoft Office Suite (Word, Excel, PowerPoint), Google Applications, Social Media

Languages: Fluent in English and Farsi, Conversational in Spanish

BOARD & ADVISORY EXPERIENCE

UCI Center for Neurobiology Learning & Memory (CNLM) Convergent BRAIN Science Initiative **Irvine, CA**
Board of Advisors **2018 – Present**

- The CNLM is the first research institute in the world dedicated exclusively to the multidisciplinary study of the basic brain mechanisms that allow us to acquire, retain and use information. The UCI CNLM has been a global leader in learning and memory research and education for over thirty years and played a critical role in advancing scientific discovery in the neurosciences.

University of California, Irvine Claire Trevor School of Arts - Emergent Media + Design **Irvine, CA**
Founding Member / Board of Advisors **2018 – Present**

- Consortium to explore new transdisciplinary approaches to creativity through three interlinked areas of practice: emergent media, socially engaged artmaking, and design thinking

Singularity University **Moffett Field, CA**
Mentor / Psychology & Entrepreneurship **2018 – Present**

- Engage with international founders working on projects aimed at global impact
- Includes advisory to various AI, VR, AR platforms
- Provide referrals to alternative resources through network

EvoNexus **Irvine, CA**
Mentor / Psychology & Entrepreneurship **2017 – Present**

- Advise leaders of startup companies on personal development, marketing psychology, and emotional intelligence design (EQ)
- Consult clients on methods of improvement for marketing in relation to data and demographics of target audiences
- Integrate multisensory and subconscious drivers of human behavior into marketing strategy, presentations, and business platforms

University of California, Irvine Applied Innovation **Irvine, CA**
Innovation Advisor: Psychology & Entrepreneurship **2017 – Present**

- Direct leadership within emerging companies on professional growth and innovative marketing
- Instruct clients on techniques of marketing enhancement by analyzing data in accordance with customer base
- Utilize neuropsychology research to advance business impact and client engagement

Samueli Academy Charter High School **Santa Ana, CA**
Advisory Council Member **2014 – Present**

- Serve as advisory council member offering educational support to public charter high school for under-served communities
- Support student and curriculum development for 500+ students over a 4-year span to ensure academic success
- Collaborate with 20+ council members to continuously improve college admission rates for high school students

PROFESSIONAL EXPERIENCE

Lezám

Orange County, CA

Management Consultant / Coach / Speaker

2007 – Present

- Provide creative, strategy, engagement, growth, and design consulting services for various business platforms across all industries
- Consult high profile clients such as professional athletes, celebrities, and chief executives on diverse projects, branding, and coaching
- Negotiated agreement with \$1B+ medical professional job placement firm for services in the Middle East
- Sample engagement: Interim-CEO of multi-million dollar organization through 2 M&A transactions
- Frequent nationwide guest speaker on topics such as emotional intelligence and human behavior, including at top universities such as Harvard and organizations such as Entrepreneurs' Organization
- Content creation, including career exploration coaching series and Fearless Teaming/Psychological Safety training curriculum co-created with Harvard professor

Southern California Psychiatric Associates

Orange County, CA

Affiliated Therapist / LMFT # 94693

2013 – Present

- Perform ongoing extensive self-study in neuropsychology, decision making, human behavior and other relevant fields
- Maintain very small private practice to stay immersed in strengthening skills
- Served as Program Director for the Choices Adolescent Outpatient Program
- Completed Psychiatric Externship – a one-month rotation shadowing psychiatrist during hospital rounds
- Published writer in multiple publications on the subject of social and behavioral issues

Los Angeles County Office of Education (LACOE)

Los Angeles, CA

Business Services Consultant

2010 – 2011

- Executed CFO-level duties for largest portion of \$220M+ federal grant
- Served as liaison between school districts and non-profit agencies, state control agencies and internal divisions of LACOE
- Oversaw approvals of high-impact proposals to revise procedures and organizational plans to ensure a sound fiscal condition
- Analyzed and monitored school district and non-profit agency current and multiyear financial projections

Downey Savings & Loan

Newport Beach, CA

Business Analyst Principal / Business Development

2005 – 2008

- Collaborated with information technology (IT) and senior management to align technology solutions and business strategies
- Acted as liaison between assigned departments and IT; communicated with project managers on large scale implementations
- Planned and directed the analysis of complex business problems to be resolved with automated systems
- Managed vendor relationships to ensure successful execution for multi-million-dollar agreements

San Diego Community College District

San Diego, CA

Administrative Analyst / Project Manager

2002 – 2005

- Provided leadership on major web-based projects (management presentations, design, development, testing, implementation)
- Analyzed system, administrative, and operational processes being considered for new or revised applications
- Consulted managers and technical representatives on interpretation of information, operations, and procedures

EDUCATION

Mindsight Institute Certificate

2013

Founded by Dr. Daniel J. Siegel. Focuses on the way the brain develops and is shaped by interpersonal relationships, and the practical application of this across multiple disciplines.

National University

2013

Master of Arts (MA): Counseling and Psychology, with Distinction

DeVry University

2001

Master of Business Administration (MBA): Emphasis in Human Resources

University of California, San Diego

1998

Bachelor of Science (BA): Neuroscience, Minor in Psychology