



Aileen Roberta Schlef
Founder & Principal

Based on the core values inherent in stakeholder relationships Aileen Schlef founded Creative Alliance Communications (CAC/Creative Alliance) to help clients successfully navigate the “mysteries” of modern communications. Today’s leaders face unprecedented challenges to cultivate and maintain key stakeholder relationships. They must quickly synthesize massive levels of information with excellent insights and communicate complicated issues with clarity, purpose and transparency.

Recognized for ground-breaking work in corporate, business, government, university and nonprofit settings, Creative Alliance, with an expert consultant network, has created model cross-sector initiatives that benefit communities and individuals throughout the nation, particularly advancing Latino and multicultural partnerships. With top-tier business and organizational strategies, CAC specializes in clients who are in transition or expanding to new markets. The CAC portfolio of successful communications-based strategies and collaborative ventures includes healthcare, education, housing, financial, and corporate and non-profit communications. Known for its dedication to represent people of all backgrounds by faithfully capturing their lifestyle and nuanced cultural tones, CAC’s network of professionals bolster their world-class credentials with a commitment to continual *on-the-ground* experience: CAC knows how programs and policies play out over time and place, and coaching and training throughout the engagement is a cornerstone of success—for the client and for the community. Creative Alliance is CBE-certified in Washington, DC.

Aileen’s career started as an intern and campaign aide with Senator Robert F. Kennedy. She was a member of the 2018 RFK 50th Anniversary Planning Committee program that hosted more than 4,000 attendees in the Arlington Cemetery ceremony honoring the late Senator, Attorney General and presidential hopeful. Building on key RFK initiatives over the years, Aileen was a member of the precedent-setting teams establishing several historic national organizations that have stood the test of time and contributed substantially to the social and economic progress of U.S. Latinos. She was the Department of Education’s first adult bilingual and immigrant education specialist and served by appointment to the Transition Team’s Civil Rights Task Force for the new U.S. Department of Education in 1979-80.

In California, Aileen was one of a team of four who transformed a small immigrant clinic to a multisite, multicultural health and services agency valued at \$8 million in 1988. Seeking recognition among diverse markets, Aileen led its name change to AltaMed Health Services Corporation, opening six new sites and producing a Hollywood Centennial celebration to showcase Hispanics in Hollywood. AltaMed is today a regional health complex with a value surpassing one-half billion-dollars.

In the field of innovator finance, as Vice President of Marketing & Community Development, State of New York Mortgage Agency (SONYMA), a \$10 million public/private company, Aileen transformed SONYMA’s public image from its traditional “brick and mortar” structure to a more nimble industry- and consumer-responsive entity. She set up effective partnerships with the banking, construction and real estate industries and expanded services to new markets and languages backed by the first SONYM statewide data-driven strategies.



While the Chase Manhattan Bank in-house consultant, Aileen showed herself to be an inclusive innovator. She led special projects for the associate and analyst programs and was recognized for designing out-of-the-box corporate programs: The Summer Associate Program realized an unprecedented 95% acceptance rate on offers made. The Chase/United Negro College Fund campaign became a national corporate model by achieving an 80% increase in profits.

A compelling wordsmith and communicator, Aileen brings thoughtful real-life perspective to her work. She has reported on Latino life since the 1972 launch of *La Luz Magazine*. An active member of the National Press Club, Aileen received Vivian Awards in 2011, 2014 and 2018 for her volunteerism on behalf of members. Special projects include: NPC's first Legends Project interview with Frank Mankiewicz [year] and 2018 Legend Project Dinner honoring Obama-era Secretary of the Interior Ken Salazar. Other National Press Club successes include: live interviews with Juan González and Joseph Torres, co-authors, "*News for All the People: The Epic Story of Race and the American Media*;" screening of the award-winning *Harvest of Empire*; launch screening of the PBS *Latinos in America* television series by journalist/author Ray Suarez. In 2018 Aileen was the communications innovator that launched the Artificial Intelligence seminar featuring the Wall Street Journal's Francesco Marconi.

Aileen completed a master's degree and doctoral studies in communications, community and higher education administration at Antioch University Juarez-Lincoln Center and the University of Southern California. She earned a Columbia University Graduate School of Business certificate in *High Impact Leadership: Maximizing Individual and Organization Performance*. Aileen was a Fellow with the US-Mexico Solidarity Foundation in Mexico. She has institutional and nonprofit management and training certificates from the CASE Academy (Council for Advancement and Support of Education) and Kellogg-United Way.

Recent clients include the Latino Corporate Development Association, the National Hispanic Medical Association and Graduate School USA where she is an adjunct faculty member. A freelance reporter, Aileen is a member of the Public Relations Society of America, and a recent past board member of the National Association of Hispanic Journalists DC.

Projects Created and Managed by Aileen Schlef

- 1970s Dept. HEW Federal Funded Program Peer Tutors Initiative
First adult bilingual education specialist in the federal government.
- 1980s Los Angeles Fair Housing Month
Salute to Hispanics in Hollywood for Hollywood Centennial. First Latino event featured on Entertainment Tonight for Hollywood Heritage and La Clinica Familiar del Barrio
For-profit health center for AltaMed Health Services Corporation
- 1990s James Beard Foundation Chef Felipe Rojas-Lombardi Scholarship Fund, first Hispanic culinary program in United States. Secured Hiram Walker, Inc. sponsorship. National coverage and scholarship launch.
Multi-cultural marketing strategy for State of NY Mortgage Agency
- 2000 Chase Manhattan Bank special projects for associate and analyst programs including Facebook, cultural and social special events to educate candidates.
First corporate-nonprofit association collaborative health advocacy model for Pharma and the National Latina Health Network.
First corporate-municipal model aging friendly model for PhRMA.
First National Press Club Communications Legends project
First National Press Club Diversity series of model programs for journalists and communicators