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# AMY L. PARSONS, J.D.

**CEO MOZZAFIATO LLC  
FORMER EXECUTIVE VICE CHANCELLOR OF THE  
COLORADO STATE UNIVERSITY SYSTEM**

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## SUMMARY OF LEADERSHIP COMPETENCIES

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Seasoned executive with over 16 years of leadership at Colorado State University (CSU) and the Colorado State University System. Extensive knowledge of the University and managing its largest initiatives, departments and budgets. Proven results in building high-performing teams and leaders, advancing and honoring shared governance, and creatively generating revenue and value through fundraising and industry and community partnerships. Long track-record of representing CSU to the public, government entities at all levels, donors and alumni, and working closely with the Board of Governors and System leadership. Deep personal roots with CSU as a student, alumna, fan, donor, and now a parent of a CSU student. Successful entrepreneur and CEO of a private international company. Former litigating attorney in private practice, current member of the Colorado Bar.

## HIGHER EDUCATION LEADERSHIP EXPERIENCE

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### COLORADO STATE UNIVERSITY SYSTEM

#### EXECUTIVE VICE CHANCELLOR OF THE CSU SYSTEM

**2015 – 2020**

Oversaw the staff, budget, and programs of the CSU System office and led System-wide initiatives, including the Spur Campus at the National Western Center. Worked closely with the Chancellor and Board of Governors on System-wide strategic planning and all Board meeting agendas and priorities. Collaborated with CSU, CSU-Pueblo, Global Campus and the General Counsel's Office on state and federal legislative and regulatory matters. Worked closely with local and national lobbying teams on issues impacting CSU and higher education generally. Represented CSU on boards and in public appearances, events, and national and international delegations.

#### KEY INITIATIVES:

##### Creating The Spur Campus at the National Western Center

- Led multiple large-scale visioning sessions with diverse stakeholders to create a cohesive vision and plan for the future National Western Center
- Worked with System and Board leadership to secure funding from the Colorado legislature for the CSU buildings both in Denver and on campus at CSU
- Oversaw the design, development, planning, procurement, construction, budgeting, and coordination of the Spur Campus at the National Western Center
- Represented CSU on the National Western Center Authority Board and as a Trustee of the Western Stock Show Association
- Launched the annual Water in the West conference, along with Secretary of Agriculture Tom Vilsack, as a precursor to the impactful programming to come at the Spur Campus

## HIGHER EDUCATION LEADERSHIP EXPERIENCE (Cont.)

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- Secured the Together We Grow Center (consortium of some of the country's largest agribusiness interests focused on building the workforce of tomorrow) to be housed with CSU and located at the Spur Campus
- Led the public art committee to ensure diverse and local artist representation across the Spur campus
- Worked closely with the City and County of Denver leadership, Western Stock Show Association Board, and dozens of community stakeholders in the development of all Operating Agreements and governance structures, budgets, and processes for the overall project

### **Growing The CSU Campus at Todos Santos**

- Secured private donations to fund the first Spanish and English language programs at the Center and the Kids Do It All Theater Camps hosted by the CSU Theater Department for the local community
- Hosted multiple trips to the Center for CSU alumni and donors, faculty and staff, and members of the Board of Governors
- Led planning sessions for faculty and staff from CSU and CSU Pueblo to build Campus programming

### **Raising CSU's Profile in Denver and Across Colorado to Advance its Mission**

- Represented CSU on the Board of the Boys & Girls Club of Metro Denver for five years, creating new pathways for access to CSU for underrepresented students
- Served on the Executive Board of the Denver Metro Chamber's Economic Development Commission, connecting CSU's faculty expertise and student pipeline to industry and advocating for the role of higher education in the state
- Represented CSU in Colorado Concern to ensure the voice of higher education is heard in the lobbying efforts of the state's business community
- Recognized as an Outstanding Woman in Business by the Denver Business Journal for my work in connecting the University with industry partners
- Performed twice in Dancing with the Denver Stars to benefit Cleo Parker Robinson Dance Company's programs to bring arts education to underrepresented communities
- Served on the Board of the Big Green, founded by Kimbal Musk, to bring agriculture and nutrition education into local schools
- Created new points of partnership between CSU and the Denver Museum of Nature and Science with impactful sponsorships and participation in programs such as Girls in Science
- Worked closely with History Colorado to showcase CSU's heritage and impact to Colorado
- Traveled with various delegations led by the Governor and the Mayor of Denver to showcase Colorado and create new partnerships in countries including Brazil, Cuba, Mexico, United Arab Emirates, and Canada
- Arranged opportunities for the Green & Gold Foundation members to meet with Chancellor Frank and members of the Board of Governors and travel to the CSU Center at Todos Santos
- Created new points of cooperation with the Colorado Women's Chamber, Denver International Airport, Denver Libraries, Butterfly Pavilion, and other local community organizations
- Delivered speeches and remarks on behalf of CSU and hosted countless tables and events
- Active participant with the EAB (Education Advisory Board) in Washington DC
- Active member of AGB (Association of Governing Boards of Universities and Colleges)
- Expanded my personal network and growth through YPO (Young President's Organization)

## HIGHER EDUCATION LEADERSHIP EXPERIENCE (Cont.)

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### **Developing the CSU System Strategic Plan**

- As Secretary to the Board of Governors, I worked closely with Board members and System leadership to develop a System Strategic plan to set a cohesive vision and to support and resource the plans of the three universities' strategic plans.

### **COLORADO STATE UNIVERSITY**

#### **VICE PRESIDENT FOR UNIVERSITY OPERATIONS**

**2009 – 2015**

Led the operational divisions of the University, including Budgets and Finance, Human Resource Services, Facilities and Construction, the Police Department and Public Safety, Environmental Health Services, Parking Services, Risk Management and Insurance, Policy, Training and Organizational Development, and Procurement. Served as the liaison to the employee councils. Oversaw major initiatives in sustainability and gender equity. Responsible for close to \$1B in construction and renovation projects, including Canvas Stadium and the Todos Santos Center. Worked closely with the President and Cabinet on the University Strategic Plan, budgets, legislative matters, and all major initiatives. Co-taught Higher Education Administration in the Student Affairs in Higher Education Master's Program.

#### **KEY INITIATIVES:**

##### **Canvas Stadium**

- Chaired the Stadium Advisory Committee
- Oversaw the visioning, procurement, budgeting, planning, design and construction of the project
- Negotiated the naming rights partnership agreement with Canvas Credit Union

##### **Todos Santos Center**

- Worked with donors to set the vision for the Center and to secure the initial gift of the land for the CSU buildings
- Led the visioning work for the Center with diverse CSU stakeholders, including the first faculty champions from Warner College of National Resources, College of Liberal Arts, College of Veterinary Medicine and Biomedical Sciences, College of Agricultural Sciences, and College of Natural Sciences
- Oversaw the procurement, design, and construction of the four CSU buildings
- Hired the initial staff for the Center and worked closely with local community partners and leaders to establish a positive and beneficial relationship between CSU and the town of Todos Santos

##### **Strategic Partnerships**

- Negotiated comprehensive and innovative strategic partnerships with industry to forge new revenue streams and lower costs of goods and services, while creating novel value for students, faculty and staff and alumni
- Recognized by Office Max and Coca-Cola as best in class in the country for the strategic partnerships

##### **Faculty and Staff Equity and Retention Programs**

- Worked closely with CPC and APC to launch, develop and grow the Commitment to Campus program to serve all employees, raise morale and pride in CSU, and enrich benefits
- Supported the first comprehensive salary equity survey to uncover and remedy inequities in salary or support based on gender

## HIGHER EDUCATION LEADERSHIP EXPERIENCE (Cont.)

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- Worked closely with Human Resource Services to develop search processes that prioritize diversity and inclusion
- Launched the initial Ripple Effect program to support and recognize women in all roles at CSU
- Worked with APC and CPC leadership to create opportunities of connection between the councils and the Board of Governors and President

### **Raising the Profile of CSU**

- Represented CSU at dozens of annual Colorado events, and in national and international delegations including to China, Mexico, Kenya, Russia, and England
- Active member and presenter at NACUBO (National Association of College and University Business Officers), RMBO (Rocky Mountain Business Officers), and EAB (Education Advisory Board)

### **Sustainability at CSU**

- Oversaw the development of CSU's first Climate Action Plan
- Participated in the pilot program and subsequent application for STARS certification by AASHE
- Worked closely with Facilities on LEED ratings for all new construction and renovation, bike and pedestrian friendly improvements to campus, new composting facilities, and significant solar arrays

## **DEPUTY GENERAL COUNSEL AND ASSOCIATE LEGAL COUNSEL**

**2004– 2010**

Represented CSU's interests in all types of legal matters, including contracts, employment, constitutional law and real estate. Closely advised President and Board of Governors on legal, policy, and legislative matters. Taught the Law of Higher Education course in the Students Affairs in Higher Education Master's Program. Active member and presenter at NACUA (National Association of College and University Attorneys).

## PRIVATE SECTOR LEADERSHIP EXPERIENCE

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### **MOZZAFIATO LLC (DENVER, CO)**

#### **FOUNDING CEO**

**2020 – PRESENT**

Launched and currently lead all aspects of a fast-growing global e-commerce company, including international negotiations with suppliers and vendors, buying and overseas shipping logistics, fulfillment and customer service, marketing and sales, merchandising and pricing, revenues and expenses, and investor relations. Drive performance and efficiency in a dynamic operation to contain costs and generate revenues while maintaining a positive and energized work environment for employees, contractors, and partners. Involved in nonstop process improvement and learning.

### **BROWNSTEIN, HYATT & FARBER (DENVER, CO)**

#### **LITIGATION ATTORNEY**

**1999-2004**

Represented clients in commercial litigation matters including employee class action lawsuits, products liability, environmental torts, corporate dissolution, and negligence cases. Represented CSU as outside counsel in various matters.

## EDUCATION

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### J.D., UNIVERSITY OF COLORADO

1999

- CU Law Review
- Intern for CSU General Counsel's Office
- Criminal Legal Aid Clinic

### B.A. POLITICAL SCIENCE

#### COLORADO STATE UNIVERSITY

1995

- Magna Cum Laude
- ASCSU Member Representing College of Liberal Arts, ASCSU Supreme Court
- Commencement Speaker, College of Liberal Arts Graduation
- White House Intern, Clinton Administration
- Ambassador for CSU Admissions Office
- Phi Beta Kappa
- Zeta Tau Alpha Sorority
- Intern for Ft. Collins Public Defenders Office

*Kennedy, T. (2020, September 30). Parsons's legacy at CSU is one of large projects, connections. Colorado State University. <https://source.colostate.edu/parsons-legacy-at-csu-is-one-of-large-projects-connections/>.*

*Neth, C. (2020, September 2). Amy Parsons to become CEO of Mozzafiato LLC. Colorado State University. <https://source.colostate.edu/amy-parsons-to-become-ceo-of-mozzafiato-llc/>.*

*Cornelius, C. (2021, March 15). New Campus Rising – CSU Spur will open next year with a focus on food, water, and health. Colorado State University System. <https://magazine.csusystem.edu/2021/03/15/new-campus-rising/>.*