

Veronica Rocha

GOV. MSG. NO. 1488

SUMMARY OF PROFESSIONAL SKILLS

- ◇ Results oriented, versatile leader with a proven record of performance in fast-paced and high growth environments. Seeking to serve in the State Health Planning & Development Agency's (SHPDA's) Statewide Health Coordinating Council (SHCC). Areas of achievement and expertise include:
- Public policy development
 - Government relations & contracting
 - Strategy
 - Hands-on problem solving
 - Organizational leadership
 - Operations
 - Product development
 - Business development

EXPERIENCE

Renewable Energy Branch Manager

2012 – Present

HAWAII STATE ENERGY OFFICE, Honolulu, HI – A division of the Department of Business, Economic Development, and Tourism. Responsible for the achievement of the State's goal of 40% renewable energy by 2030.

- Facilitated collaboration with Hawaiian Electric for the implementation of the novel ProActive Approach and solar and wind resource analysis to enable greater interconnection of renewable energy.
- Led multiple regulatory initiatives on behalf of DBEDT across various topics and sectors including grid interconnection, resource planning, reliability standards, and electric vehicle fast-charger tariffs.
- Led cooperation with US Department of Energy for the development of the Hawaii Clean Energy Programmatic Environmental Impact Statement (first of its kind in Hawaii) and associated public hearings.
- Terminated non-performing sub-contracts and brought \$2 million in federal grants back on schedule (otherwise funds would have been lost) to support State energy initiatives.
- Enabled deployment of new web-based tools and applications (Renewable EnerGIS, Permitting Wizard, EV Stations Hawaii Mobile App) to facilitate greater penetration of clean energy and transportation technologies.
- Enabled collaboration across State and Federal agencies to implement greenhouse gas emissions reductions measures that properly take into account renewable energy and conservation measures as key compliance mechanisms.
- Served as resource to National Governor's Association Policy Academy, helping other states learn from the Hawaii Clean Energy Initiative experience in advancing clean energy.

Regional Sales Manager, Latin America

2011 – 2012

SOPOGY, Honolulu, HI – A concentrating solar thermal start-up company.

- Using Spanish language proficiency, managed indirect sales force of 12 Latin American partnerships in target territories and \$40 million opportunity funnel.

Independent Consultant

2010 – 2011

BUSINESS DEVELOPMENT, MARKETING AND OPERATIONS CONSULTANT, Honolulu, HI – Freelance management consulting to medical technology companies. Assignments included:

- Developed initial market specifications, product positioning and payment strategy for novel neonatal system.
- Developed technology adoption strategy for key accounts of electronic medical image transfer company.
- Developed branding, communications and sales strategy for Electronic Health Record system.
- Developed business processes for remote monitoring healthcare system company.

Relocated to Hawaii from California to be with husband.

2010

EXPERIENCE – Continued

Product Manager

CORVENTIS, INC, San Jose, CA – A start-up wireless information cardiac events technologies and healthcare services company, acquired by Medtronic in 2014.

- Developed and launched 2 global cardiac monitoring commercial products, featured during the 2009 San Diego TED conference. Products recognized by the World Economic Forum in 2010's Technology Pioneer Award.
- Developed and executed reimbursement strategy for cardiac monitoring system in 6 months that established national payment for 100 million covered lives. Coverage resulted in profitable growth from zero to \$850K+ in billable sales in first 3 months.
- Established monitoring center in 6 months and customer service group in 2 months from ground-up.

Quality Engineer

2004-2006

BOSTON SCIENTIFIC, Mountain View, CA – Worldwide developer and manufacturer of medical devices used in a range of interventional medical specialties.

- Developed and launched 2 new embolic protection technologies in 2 years in collaboration with research and development, clinical, marketing and sales groups.

Production Supervisor (Promotion)

2003-2004

HOSPIRA, INC. (Formerly ABBOTT LABORATORIES DIAGNOSTICS DIVISION), Morgan Hill, CA – Multi-billion dollar global pharmaceutical and medical device company.

- Led understaffed team of 40 direct labor employees from 3 departments to achieve 100% scheduled production.
- Transformed manufacturing process, increasing labor efficiency by 17% and reducing manufacturing costs by 30%.

Manufacturing Engineer

2002-2003

ABBOTT LABORATORIES, Morgan Hill, CA – Fortune 200 diagnostics, medical devices, nutrition and pharmaceuticals company operating in more than 150 countries.

- In charge of 50% of products manufactured in-house. Ensured products were built to specifications by correcting any process, materials or design problems.
- Hired, trained and led 2 engineers in assessing and correcting product manufacturing compliance deficiencies. Completed project ahead of schedule and assured passing of subsequent FDA audit.

Mechanical and Sales Engineer

2001

THK AMERICA, Livermore, CA – Develops and manufactures mechanical components.

- Collaborated with customers to design custom linear motion systems.

EDUCATION

STANFORD UNIVERSITY, Graduate School of Business
Masters of Business Administration

Stanford, California
June 2008

STANFORD UNIVERSITY, School of Engineering
Bachelor of Science in Mechanical Engineering

Stanford, California
June 2001

COMMUNITY SERVICE AND LEISURE ACTIVITIES

- Community Service - Active member of the Junior League of Honolulu since 2011.
- Passionate about travel, international cuisine, learning about wine and cross training.