

THE Visionary



R. Veronica Mendieta
Chairwoman and Chief Executive Officer
Developers & Builders Alliance

Combining a sense of enterprise with creative energy, Veronica Mendieta is a visionary industrialist; a brilliant business woman who prides herself on her dedication to professionalism, as well as to philanthropic endeavors. Everything in her business and personal lives underscores a strong level of leadership, authenticity, and determination.

Veronica entered the business arena early in life. At 19, she served as the right hand of the President of Coca Cola Co. in Ecuador. At age 22, Veronica received her Master's Degree in Marketing with Minors in Media Production, International Relations, and Business Communications from The Brazilian University, Sao Paulo, Brazil; she went on to receive the title of Diplomacy at the American Academy of Diplomacy in Washington, D.C. Subsequent years saw her continue expanding her skills in business, in Brazil, Spain, Lebanon, and the United States.

In the U.S., she began working with organizations that bridged government affairs with the construction industry. In 2003, she sought to expand the "bridging" of government and industry to a grander scale; she founded Florida Builders Association; a construction-industry organization which would unite construction companies and allied industries with relevant government agencies. In 2005, following an international expansion of program activities and growth in membership, the company's name was changed to Developers & Builders Alliance.

With 26 years of experience in multiple industries, as well as 6 years as Chief Executive Director of Developers & Builders Alliance, Veronica has become a prominent figure. Her experience and recognition has led to her current professional undertaking: the linking of the development and construction industries with government agencies at a global level. The outcome of such an enterprise would invigorate local and international commerce, create jobs, and stimulate economic growth. The byproduct of such an operation could potentially impact global issues such as immigration, economic development in developing countries, and environmental awareness.