



## **Mike Ferrufino**

### **Interim CEO & President of the Hispanic Chamber of Commerce of Metro Denver**

Mike is a self-described “serial entrepreneur” who believes “The most valuable thing you can make is a mistake – you can’t learn anything from being perfect.”

Mike brings a strong understanding of the Hispanic community and the business issues of many Hispanic organizations to his work with the Hispanic Chamber of Commerce. He has often used this understanding to help shape regulatory and legislative strategy.

Mike has gained this understanding through his significant experience developing complex business strategies and leading strategic partnerships while serving as the Vice President and General Manager of Latino Communications; a local, minority-owned Denver-based media company that owns and operates 4 Spanish Language radio stations here in Colorado (KBNO-1280 in Denver, KXRE-1490/98.5 FM in Colorado Springs and KAVA 1480 AM in Pueblo). Latino Communications’ radio stations reach over 200,000 Hispanic listeners weekly.

In addition to his work in Spanish language media, he also has been involved in companies that operate in the entertainment and hospitality industries. Mike formerly owned a 25,000 square foot event center and headed up a promotional group responsible for producing, planning and marketing entertainment events that primarily targeted the Hispanic market with attendance between 1,000 and 20,000 per event.

Most recently he created and led an investment group that successfully acquired spectrum in FCC auctions. In addition to previously identifying broadcast properties outside of CO and directing the acquisition strategy which lead to increased profitability.

Whether serving as a company executive, a volunteer on at a non-profit, or a political fundraiser, he recognizes that building coalitions with all stakeholders is paramount. Mike is a longtime and present member of the Hispanic Chamber of Commerce Board of Directors, as such he is very experienced with non-profit board management. Mike has worked tirelessly in that capacity with numerous non-profit organizations, including: the Colorado Children’s Campaign, Robby’s Friends, Mi Casa, the Hispanic Chamber Education Foundation, Denver Health Foundation, Denver Public Schools Foundation, The Ohio Center for Broadcasting and Susan G. Komen Colorado and many others.

He is most passionate about empowering traditionally underserved populations to close educational achievement gaps, pediatric oncology, mental health awareness and the opportunities and challenges that the Hispanic business community as a whole