



PROFESSIONAL DEVELOPMENT DAY

INNOVATION AMPLIFIED

POWER YOUR POTENTIAL

FEBRUARY 2, 2024



Carlos Rojas



Gina Brown



Redefining Your TD Role: From Functional Expert to Strategic Leader



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Carlos Rojas

2.0

Carlos is a business transformation enabler that helps organizations shape the conditions that make them more adaptive, creative, and prolific when solving modern business challenges. A builder at his core, Carlos sees potential in everything and loves to reimagine all aspects of an organization. He is known for his expertise in crafting a compelling business strategy that not only broadens the reach and profitability of current offerings but also paves the way for future growth. His knack for identifying market growth opportunities stems from his keen understanding of emerging technologies, behaviors, and techniques. This knowledge allows him to differentiate offerings and capabilities, positioning companies for both immediate and long-term success. Carlos's substantial expertise is underpinned by over two decades of experience spearheading innovation strategies for Fortune 500 companies. Yet, his entrepreneurial drive led him to create 2.0, an innovation company dedicated to empowering businesses of all sizes to make bold moves. When not immersed in helping clients architect their success, Carlos is a devoted family man who cherishes time spent with his wife and two daughters. He has a zest for life and a penchant for adventure, whether exploring a new city or braving a thrilling roller coaster ride. A native of Cochabamba, Bolivia, where he spent most of his early life and education, Carlos earned his undergraduate degrees in industrial engineering and marketing from Universidad Privada Boliviana. He further honed his business acumen by pursuing an M.B.A. from the University of Florida.



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Gina Brown

Magnify Innovation and Leadership / 2.0

Gina is a devotee and specialist of leadership with successes delivering innovative business solutions. Throughout her career she experienced the impact of leaders on innovation, engagement, mindset and the overall employee experience. She has a passion for reframing leadership at its core and helping companies reevaluate leadership value. Her career accidentally started in IT and throughout her journey, leadership was at the forefront. After twenty years her passion burst through, helping leaders create environments where innovation, and therefore employees and companies, thrive. She created Magnify Innovation and Leadership to focus on serving companies who want to increase their capabilities in innovation, leadership and overall engagement. She also has the incredible honor of working with 2.0, an innovation company empowering businesses to make bold moves. Gina is wrapping up her Masters of Science in Leadership Development from Drake University with completion in May of 2024. She and her husband live in Ankeny with their three boys and a cute puppy named Mabel. They love creating new family traditions and exploring new parks, campgrounds and places to visit. They are soon embarking on a multi-summer journey to attend a game in all 30 Major League Baseball parks around the U.S.