

# Raquel Baldelomar



Youth Business Alliance

November 2014

# Introduction



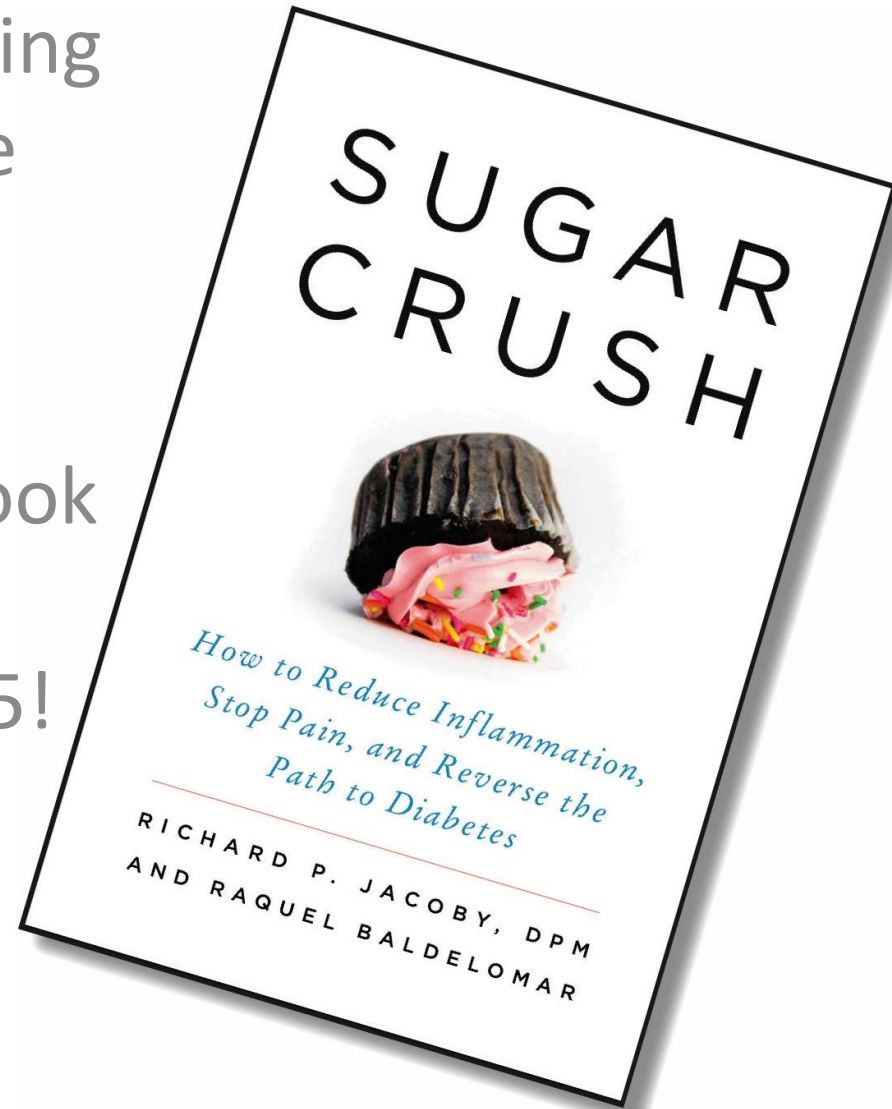
My name is Raquel Baldelomar.

I am the founder and managing director of Quaintise. With a team of employees in Arizona and Los Angeles, we create marketing and advertising campaigns for healthcare and hospitality clients worldwide.

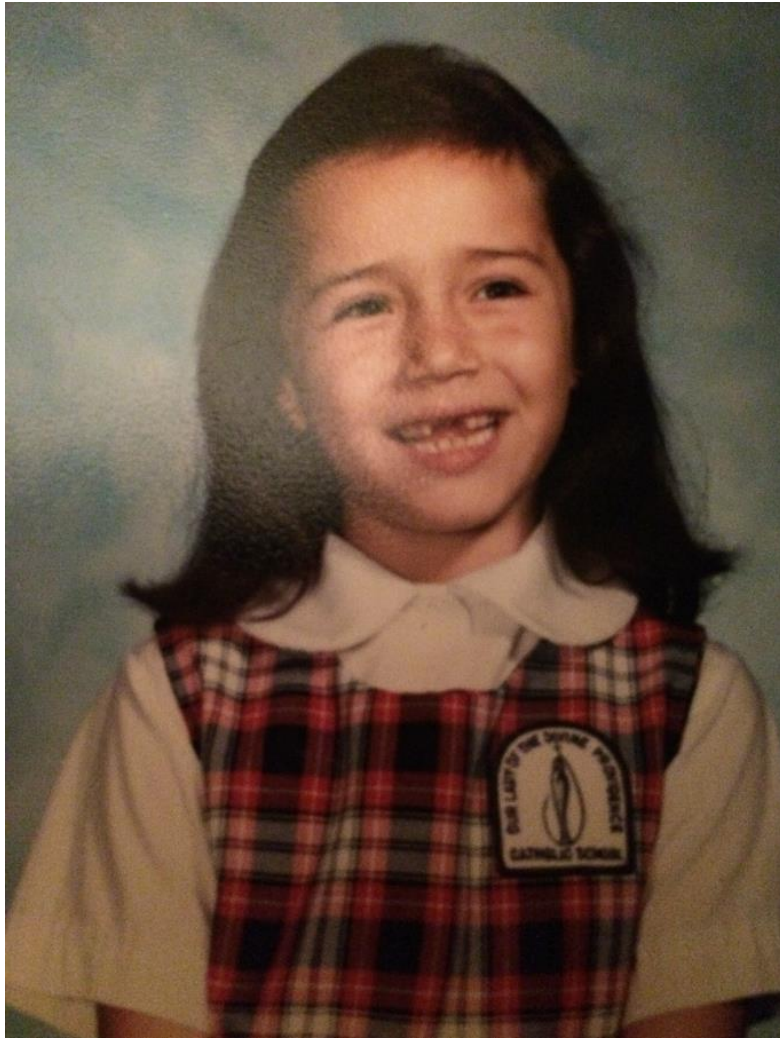
# Introduction

My role at Quintise is to bring in new business and more clients!

I also recently co-wrote a book that will be published by Harper Collins in April 2015!



# Introduction



# Bolivia



Bolivia is largest producer of coca leaves



62% of the population is made up of indigenous people



# Bolivia

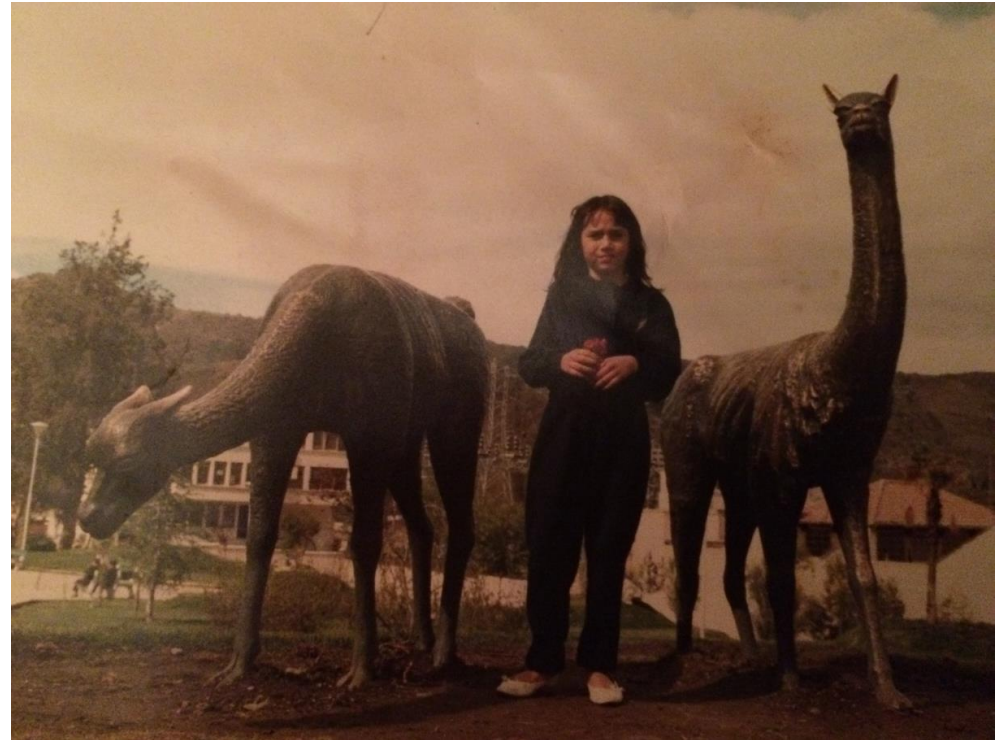


Lake Titicaca (12,500 ft above sea level)



Highest Football Stadium in the Americas

## The Early Years in Bolivia



## More Early Years





# Moved to Fort Worth 1989

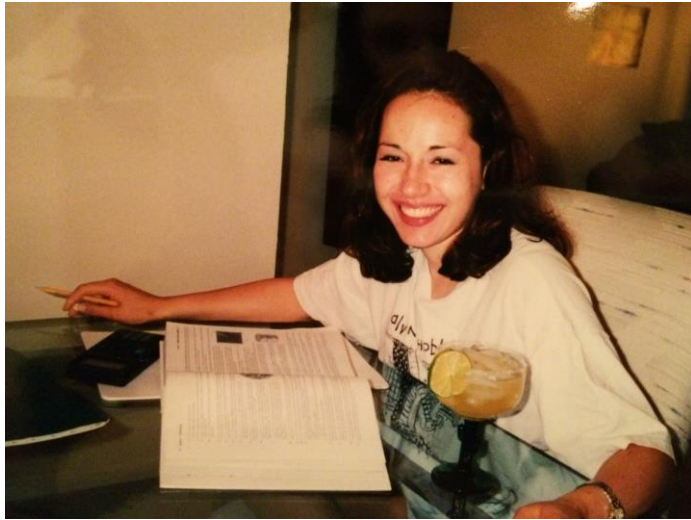


Home to the oldest  
stock show and rodeo



The Bureau of Engraving and  
Printing's Western Currency facility

# High School



Studied hard...but also had a bit of a rebellious streak...



Played soccer...



Hard work won me several college scholarships

While I enjoyed being in high school....

# High School



...I couldn't wait to grow up!

# Jobs Before I Was 16



Started cleaning my grandmother's house at 13



Got fired from Pizza Hut after they found out I was 14!



Got fired from movie theatre after they found out I was 15!

# Jobs Before I Was 16



Made \$\$\$ selling veggie chopper in mall kiosk



Saved enough to buy a Honda at 16!

# My Family



# My College Years

I attended college at the University of Texas at Austin



Was very competitive...

Me, as a sophomore,  
after completing a triathlon!

# Paid My Own Way Through College



Sullivan's Steakhouse, where I worked in college



Mezzaluna's Restaurant, my second waitressing job while college....



# First Job Out of College



Financial Analyst  
at JP Morgan Private Bank in NYC

# Career Path



7 years later, I moved to Los Angeles to open our second office

I moved to Phoenix to build my agency in a fast growing market

After two years, I quit JP Morgan to start my own advertising agency, Quaintise

# Quaintise



# What Quaintise Does



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**BARRY C. SCHNEIDER**

Barry C. Schneider is a retired judge of the Superior Court of Arizona, County of Maricopa. He is a leading expert in mediation and arbitration practices, and was one of the first judges to employ and promote settlement conferences in Arizona. As a full-time mediator, arbitrator, special discovery master, and consultant, he brings his history and expertise in Arizona's legal system to assist attorneys and litigation parties in achieving mediated settlements.

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## Manager, Pharmacy Operations

**Highlights of Phoenix Children's Hospital**

- Third largest children's hospital in America
- Brand new hospital, nearly doubling our bed capacity from 355 to 626 when completed
- More than 70 subspecialties
- Home to one of only two Neuro NICUs in the nation
- Level 1 Pediatric Trauma Center
- Winner of five awards in 2013/2014, including U.S. News and World Report's Best Children's Hospital list
- Top five largest clinical volumes in Neurosciences in the United States
- State of the Art USP 797 IV Sterile Product IV Area
- High Tech Pharmacy
- Medication Safety Dispensing Automation Best Practice
- Decentralized Point of Care Clinical Pharmacist Model including ED
- Computerized Physician Order Entry
- EMR Medication Management
- Certified and Licensed Highly Trained Technical Staff
- Recently Built and Modern Pharmacy Department

**Position Summary**

This position will manage all pharmacy inpatient, HTC and ambulatory operations to support improve and enhance patient care. Responsible for overseeing and implementing existing and new programs and educating, training and developing supervisors, leads, staff, residents and students. This position will assist the Chief of Pharmacy with the ongoing maintenance of all programs and documentation related to quality, regulatory, daily operations and supply chain as required by hospital, state and federal licensing and accrediting organizations. Directly manages the Sterile Products Lead, Operations Lead, Technician Leads and Applications Support Analyst and directs and supports technicians, students, interns and patient care and clinical pharmacists. Responsible for hiring, evaluation and termination of direct reports and this position reports directly to the Chief of Pharmacy Services.

**Position Duties**

- Responsible for effectively leading, developing, implementing and maintaining staff orientation and training plan and activities for technicians, tech students, support staff, professionals and operations leaders. Assures completion of all training and orientation documentation as required in a timely manner.
- Actively oversees and assures compliance and accountability of controlled substances according to state and federal regulations and completes all documentation needed for annual Board of Pharmacy inspections.
- Serves as the Designated Pharmacist in Charge (PIC) for the Hospital Pharmacy
- Oversees waste, return and destruction of pharmaceuticals
- Assures licenses and permits are current and posted



**PHOENIX CHILDREN'S Hospital**

100% FOR CHILDREN



**PEARLWORT**  
HOTEL AND SUITES



**SCOTTSDALE**  
EYE PHYSICIANS & SURGEONS, PC

Arizona OB GYN Affiliates



Arizona OB GYN Affiliates  
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OB/GYN, Women's Health  
1663 E Camelback Rd, Suite 205, Phoenix, Arizona  
853 42-0820 (24-hr advice)  
Tuesdays 8:00 am - 5:00 pm

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Arizona OB GYN Affiliates shared Today Show's photo · 3 hours ago

This is awesome and inspirational and everything in between.

What do you do before a double mastectomy? Dance, of course!

- Instead of running from projectile vomit, you run towards it.
- You do more in seven minutes than most people do all day.
- Happy hour has become the 60 minutes between your kids going to bed and you going to bed. - Lee Miller

Arizona OB GYN Affiliates shared a link · 4 hours ago

1. Permanent birth control without surgery. That's a miracle! Watch Linda's AOA story. [www.aoafamily.com](#)

2. From not being able to have a baby to now having one. These are my miracles! Watch Carley's AOA story. [www.aoafamily.com](#)

3. Feeling great and not worrying about birth control. That's my miracle! Watch Chelsea's AOA story. [www.aoafamily.com](#)

4. No more heavy periods. That's my miracle! Watch Sarah's story. [www.aoafamily.com](#)

5. "Feeling great and not worrying about birth control. That's my miracle." Watch Chelsea's AOA story. [www.aoafamily.com](#)

# Challenges I Had to Overcome

Not having enough money to pay rent.

Had to wait tables part time starting out.

Not having a big enough name recognition. It was hard to attract new clients when they didn't know who we were.

Constantly having to adapt to new and changing technologies and the changing landscape of marketing.

# Raquel Rules #1

25% of Your Success Will Come From Knowledge.

25% Will Come From Skills.

50% Will Come From Relationships.

## Raquel Rules #2

Let passion guide you, but don't let it lead you.

## Raquel Rules #3

You can't control luck, but you can make it easier for luck to find you.



## Raquel Rules #4

Hard work trumps talent when  
talent doesn't work hard.

## Raquel Rules #5

Life consists not in holding good cards,  
but playing those you hold well.

# Questions and Answers

