



# District Leader

## Biographical Information

Candidate's Name: **George J. Rivera**

Candidate's Office: **District Director** District Number: **46**

Toastmasters member since: **1998**

Education:

**MSEd Special Education (2003) NYS Behavior Analyst License (2007)**  
**Executive Coaching Certificate ICF (2018) MBA (Spring 2025)**

Toastmasters offices held and terms of service:

**Area Director (7/1/18-6/30/19)**  
**President (Einstein Toastmasters) 7/1/21 - 6/30/22**  
**Club Growth Director (7/1/22-6/30/23)**  
**Program Quality Director (7/1/23 - 6/30/24)**

Toastmasters honors and recognition:

**Distinguished Toastmaster Award (2020)**

Relevant work experience and how it relates to Toastmasters and your role as a District leader:

**Regional Mentor District 10 NYC Board of Education (2004-2006)** Oversee, plan, design, facilitate new teachers (30) per year, with all aspects of day to day curriculum design & classroom logistics.  
**ABA (Applied Behavior Analysis) Special Instructor/ Supervisor (2012-present)** Develop and facilitate workshops and seminars for Clinical Therapists; develop content to deliver clinical ABA-related instruction for children with special needs; to date, impacted +1400 families with special needs children.

What experience do you have in strategic planning?

**Consultant Consortium For Worker Education (CWE 2017-Present)**  
Facilitate change initiatives ("NY 1199 Initiative") and provide coaching and professional development for +15K health care professionals to assure adherence to New York State (NYS) health standards. Assess, collect, and analyze baseline statistics to benchmark data points for executive team feedback to design mindful and innovative processes with creative utilization of technology and programmatic tools.

What experience do you have in the area of finance?

**Account Manager Coca-Cola (1999-2001)** Managed the west side of Manhattan business accounts (42nd street to 96th Street).

What experience do you have in developing procedures?

As a consultant for CWE, my responsibility also includes revisiting and developing procedures for an average of 75 staff members at +30 locations yearly. The focus is to cultivate a productive, outcome-based work environment which supports the vision and values of therapeutic facilities statewide; assure and implement alignment with industry-wide standards.

What lessons did you learn from previous leadership positions?

- 1) How to facilitate caring conversations so that everyone feels authentically seen and heard.
- 2) Ask for help when needed, its ok not to "know" or be able to do everything.
- 3) There are various types of leadership styles, its a constantly evolving thing.
- 4) Pair people with the skills and areas they are passionate about (Hip pocket skills).
- 5) Don't hold on to any idea too tightly, be open to new possibilities.
- 6) Stay on course and keep true to the main thing, mission, and vision.
- 7) Do my best to be the last person to speak.

Why do you want to serve as a District leader?

Serving as a District Director would allow me the incredible opportunity to learn from, inspire, guide, and support our diverse community of members and leaders in District 46. In addition, fostering an environment where members can grow, learn, and achieve their personal and professional goals. My why also includes supporting the success of individual clubs and overall growth and success of the district. It's a chance to contribute to something meaningful, develop my own leadership skills, and leave a lasting legacy of positive change within the District 46 community.

In your opinion, what are the District mission's major objectives and how would you work to achieve them?

The objectives are clear: to build new clubs and support clubs to achieving excellence. I would work to achieve these goals by understanding more clearly what the members needs are with open dialogue / surveys, proactively plan, set SMART goals, share ideas and train leaders early in May, utilizing technology to support our leaders and members to access data and improve communication, and innovating our approach to cultivating a culture of creating new clubs (1 new club per area is the goal), and celebrating success.

Additional information about yourself:

As a result of my experience as Club Growth Director at Toastmasters, I was inspired by the role and decided to take a leave from pursuing my doctorate in IO Psychology. Instead, I pivoted to pursuing my MBA. Today, I am 18 credits into the program, and this experience has significantly enhanced my ability to understand the complex dynamics of businesses. As a result, I now feel more confident and equipped to navigate day-to-day business challenges.