



1520 East 18th Street  
Kansas City, Missouri 64108  
(816) 581-2900  
[www.uepkauffman.org](http://www.uepkauffman.org)

[LRodriguez@uepkauffman.org](mailto:LRodriguez@uepkauffman.org)

## Lena T. Rodriguez, Ph.D.

*"I come from a long line of entrepreneurs. In pursuing their own entrepreneurial dreams, my great-grandparents, my grandparents and my parents all created opportunities, not only for our family, but also for our community. When UEP clients succeed in realizing their entrepreneurial goals, the impact of their success extends beyond their families. Their success strengthens the fabric of the community."*

As chief marketing and development officer for the Urban Entrepreneur Partnership Inc. (UEP), Lena T. Rodriguez, Ph.D., implements communication, marketing, and public relations strategies for the \$14.5 million Kauffman program, which comprises the UEP, UEP Gulf Coast, UEP Detroit 150, and UEP on the Suncoast. Lena is responsible for advancing the organization among prospective clients, donors and community stakeholders.

She also consults in the private and nonprofit sectors, co-hosts a national-issues talk show on a PBS public television affiliate, and speaks on topics of entrepreneurship, business management and marketing.

Dr. Rodriguez was responsible for UEP's recent branding campaign, which took two platinum and two gold awards in the Association of Marketing and Communication Professionals' 2011 international competition. Other winners included the United States Navy, the Kennedy Space Center, Ernst and Young, Hilton Worldwide, Kia Motors, Aetna, Booz Allen, and Rotary International.

Dr. Rodriguez previously served as executive director of special projects and communications for the president of San Diego State University. As a professor in the College of Business at San Diego State, she taught business classes and M.B.A. entrepreneurship courses in San Diego and Taiwan, Taipei. She has authored numerous articles on entrepreneurship and written chapters for human resource management and public administration textbooks.

Dr. Rodriguez is a university accreditation officer for the Western Association of Colleges and Universities, and a member of Rotary International. She belongs to a number of national professional organizations and serves on regional and international boards.

After completing a bachelor's degree in management and an M.P.A. in human resource management, both from Arizona State University, Dr. Rodriguez earned her Ph.D. in organizational behavior, entrepreneurship and international management at the University of Nebraska, College of Business Administration.