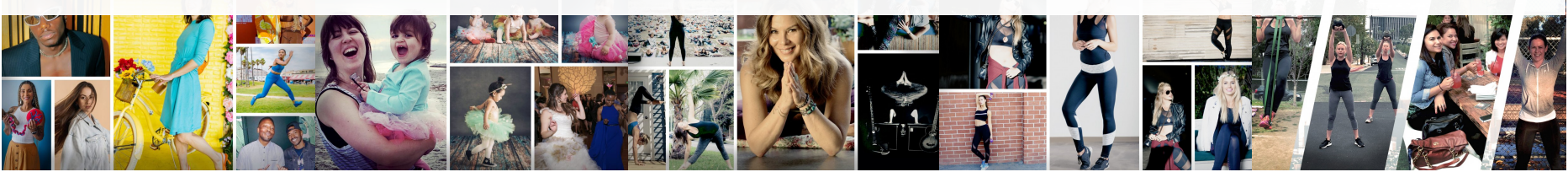


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Exploring Life & Business with Vanessa Perez



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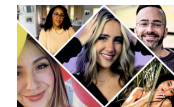
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Today we'd like to introduce you to Vanessa Perez.

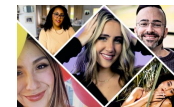
Hi Vanessa, so excited to have you on the platform. So before we get into questions about your work-life, maybe you can bring our readers up to speed on your story and how you got to where you are today?

Of course, I started as an intern in the Communications Department with Time for

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2012. After working in the service industry through college, I realized I needed office experience and sought an internship, not expecting to gain employment. After years of being

developed into a leader under the Founder, Kim Carter, I took my current role as Executive Director in 2018. In 2022, Kim and I were inspired to create BBOP Center, a space where black and brown women can access capital, information, technology, and networks needed to build, grow, and scale investable businesses. I have now assumed the role of the CEO of the BBOP Center as well, and since its opening in March 2023 this center has helped 43 women with building investable businesses.

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you've faced along the way?

Running an organization is never easy. I have learned that the amount you put in is the amount you get out. I am a firm believer that to whom much is given, much is required, which is why I give my all to the work that I do. I have a passion for women, women's empowerment, and women's leadership development. Therefore, despite the challenges I have faced over the years, I see those challenges as opportunities to help build my endurance to continue paving the way for future women leaders. There have been an array of challenges along the way, some internal and external, some within myself. Some examples of challenges have been getting through the COVID-19 pandemic, experiencing staff shortages, and fundraising in an economy where inflation keeps rising and charitable dollars seem to be dwindling. I have learned that throughout the challenges that come, when you remain faithful to your work and true to the ones you serve, God will always take care of you and see you through. And all of the

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Alright, so let's switch gears a bit and talk business. What should we know?

The Black and Brown Opportunities for Profit (BBOP) Center opened its doors in March 2023 as a first-of-its-kind, state-of-the-art, high-tech, economic hub where women of color have the support, access, and resources to become entrepreneurs and build financial stability for their families. The BBOP Center is an economic hub where ideas are born, and plans are put into action, aiming to transform the statistics of women of color entrepreneurs to help break cycles of generational poverty and build generational wealth.

Within the 10,000 square foot center, you will find 14 offices, 3 conference rooms, shared working spaces, fast-pitch rooms, private one-on-one rooms, a huge cafeteria, and a child care center so mothers are never barred from opportunity. Additionally, the BBOP Business Academy is a three-tiered course within the center that will guide women through the steps of building,

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capital and teaches the students necessary business skills, such as negotiating and pitching their businesses to investors. The women also have the unique opportunity to learn with and from a group of peers who look just like them and find mentors who are well-equipped to help them scale their businesses.

The mission of the BBOP Center is to eliminate racial and gender systemic inequity by providing a protected environment where women entrepreneurs have access to what's needed to build, grow, and scale profitable businesses.

The BBOP Center shows women that they have more options than what is offered in San Bernardino. Instead, they can create their own services and products that are being shipped across the world from warehouses, ultimately driving income for themselves and their families around the clock. The BBOP Center is centrally located within 2 hours of two major Los Angeles seaports, two major airports, railway and highway intersections.

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Are there any important lessons you've learned that you can share with us?

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Success takes time and intentionality. If you make the time to plan and invest in your team by providing clarity, instruction, and guidance you will have a team that has your back and that will make you unstoppable.

Contact Info:

- **Website:** <https://www.timeforchangefoundation.org>
AND <https://bbopcenter.com>
- **Instagram:** <https://www.instagram.com/timeforchangefoundation/?hl=en> AND
<https://www.instagram.com/bbopacademy/>

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