Boulder Independent Business Alliance™

Supporting locally owned independent businesses.™

1202 Folsom Street
Boulder, Colorado 80302
720.565.3854 *voice*
www.boulder-iba.org *website*

Xian Izquierdo

Executive Director

Xian (pronounced Christian) Izquierdo is the first Executive Director of the Boulder Independent Business Alliance (Biba) the nation's original independent business alliance. Mr. Izquierdo has served as Executive Director since July 1st, 2001, and has blended social activism with his role as a business leader in the community. Mr. Izquierdo facilitates operations at the Biba office in Boulder, CO, focusing on community relations, member recruitment and retention, as well as program benefits that uphold the vision of Biba's strategic objectives.

Xian Izquierdo graduated from New Mexico State University in 1997 with a major in History. He taught World History in the Sante Fe Public School System before redirecting his passions toward system facilitation, which led to his acceptance of Administrative Director and Co-Facilitator at Boulder's Group Leadership Trainings office in October of 1998 . He began work on his Masters degree in Environmental Leadership at Naropa University in 1998 and in April of 2001, he accepted the Executive Director position for Biba.

Xian has made a notable difference in the alliance since he began his work with the once struggling non-profit organization. He directed his initial efforts towards stabilizing Biba's once volatile situation by establishing personal contact with over 75% of membership, restructuring trade and dues agreements with members and creating new benefits for the Alliance to offer. He took steps to make sure all members had email and webpage access, so past problems with member-to-member and BIBA-to-member communications were eliminated. Xian also moved the Alliance into its present office and updated all systems to be database driven.

Tangible successes aside, Xian has managed to incorporate lessons of systems theory and group evolution to strengthen the Biba staff, which has grown from 2 employees in June 2001 to 7 by May of the following year. His boundless energy and enthusiasm provide a spark in Biba's day-to-day operations, and his vast knowledge of the Boulder business community proves to be an invaluable resource for the Alliance. Tom Trotter, owner of Vizual Identity and a sustaining member of Biba, believes in Xian's business sense. "Xian has a great business mind, and that's what it takes to make a business work, profit or non-profit. It was his ability to see the big picture that got me excited about joining Biba."



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