

MARIBEL SAENTHAVISOUK

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PROFESSIONAL SUMMARY

People-first leader and independent technology entrepreneur with 16+ years of experience driving engagement, building trust, and delivering results across community, corporate, and technology environments. Skilled at translating complex ideas into human stories that inspire action. As the founder of CircleRootTech LLC, I design and build mobile apps for real-world problems — bringing a rare combination of technical fluency, entrepreneurial ownership, and deep relationship-building expertise. Whether managing enterprise stakeholders, facilitating programs, or shipping software, I lead with empathy, precision, and purpose.

CORE COMPETENCIES

Customer & Stakeholder Relationship Management • Program & Project Management • Technology Adoption & Onboarding Cross-Functional Collaboration • Executive & Director-Level Communication • Mobile App Development (React Native / Expo) Data-Driven Decision Making • Content Strategy & Digital Storytelling • Escalation & Issue Resolution Diversity, Equity & Inclusion Programming • Employee Engagement & Facilitation • Bilingual: English & Spanish

PROFESSIONAL EXPERIENCE

Founder & Independent Mobile App Developer | [CircleRootTech LLC](#) 2024 – Present

- Founded and operate an independent mobile app company, designing, building, and launching a portfolio of six iOS and Android apps that solve real problems for families, communities, and small organizations.
- Manage the full product lifecycle end-to-end: concept, design, development, user testing, App Store and Google Play submission, and ongoing updates — entirely self-directed.
- Apps include TheShieldedPath (family safety), CloseOnes (relationship wellness), The Grove (HOA community management), LaunchMaxx (career coaching), Alongside (caregiver companion), and WithMe Pet (pet memory).
- Operate all business functions independently: LLC formation, EIN registration, domain and brand management, marketing site development, and legal compliance (privacy policies, terms of service).
- Demonstrates entrepreneurial ownership, technical self-sufficiency, and the ability to learn and apply new technology rapidly in a fast-moving environment.

Community Impact Specialist | [CHG Healthcare](#) October 2023 – Present

- Act as the primary relationship manager for community impact initiatives across 8 divisions, building trust with leaders at every level to align goals and drive execution.
- Lead cross-departmental partnerships on high-visibility programs, achieving a 15% improvement in employee engagement through intentional collaboration and communication.
- Project manage 3 annual international employee volunteer trips end-to-end: planning, budgeting, stakeholder coordination, and on-the-ground leadership for groups of 12–15.
- Designed and launched a company-wide volunteer recognition program, including project plans, performance metrics reporting, and quarterly incentive delivery.

People Engagement Specialist | [Ancestry](#) March 2025 – August 2025 (Contract)

- Served as primary relationship manager with Chronus, an enterprise mentoring software platform — managing implementation, communication, and adoption across the organization.
- Co-created and launched a pilot mentoring program (EmpowHer ERG), from design through stakeholder buy-in to execution and evaluation.
- Facilitated bi-weekly New Employee Orientation, measuring programming effectiveness and connecting new hires to peer mentoring through Imperative.
- Supported 7 Employee Resource Groups with monthly facilitation, strategy, and engagement programming.

Customer Advocacy Specialist | [Pluralsight](#) March 2022 – December 2022

- Designed and executed 6 global customer campaigns that drove a 20% increase in customer loyalty and a 25% boost in platform engagement.

- Conducted customer and user case interviews in partnership with Customer Success Managers across the USA, EMEA, and LATAM regions — capturing stories that shaped product messaging.
- Partnered with marketing and customer success teams to streamline workflows and deliver consistent, high-quality customer experiences.

Technology Workplace Development Lead | [Zions Bancorporation](#) *August 2020 – March 2022*

- Chaired the Women in Technology ERG, leading organization-wide initiatives to increase digital engagement and support technology career pathways.
- Built and maintained data-driven reporting dashboards using MS Power BI to support executive decision-making and track program outcomes.
- Developed and executed DE&I initiatives in partnership with DEI Managers across multiple banking organizations.

Sr. Director, Community School Partnerships | [United Way of Salt Lake](#) *August 2015 – May 2020*

- Managed a 12-person team operating across 43 K–12 schools, working with school districts, nonprofits, state board leaders, and federal partners.
- Secured increased funding for STEM and after-school programs through data-informed strategy and strong external partner relationships.
- Delivered systemic improvements in educational outcomes by building and sustaining multi-level partnerships across the Utah education ecosystem.

TECHNOLOGY SKILLS

App Development:

React Native, Expo, Firebase, EAS Build, iOS App Store & Google Play publishing, Cursor IDE

Workplace & Productivity:

Salesforce, MS Power BI, Asana, Slack, Smartsheet, Canva, Hootsuite, Adobe Experience Manager, ChatGPT / MS Copilot

EDUCATION

Master of Education: Education, Culture & Society

May 2013

University of Utah — Salt Lake City, UT

Bachelor of Arts: English

May 2002

University of Texas at Austin — Austin, TX