

# BOLD JOURNEY

## Meet Vanessa Perez, MBA

May 21, 2024

We caught up with the brilliant and insightful Vanessa Perez, MBA a few weeks ago and have shared our conversation below.

**Vanessa , looking forward to learning from your journey. You've got an amazing story and before we dive into that, let's start with an important building block.**

**Where do you get your work ethic from?**

Honestly, the Bible. One of my favorite scriptures tells us that if we are faithful in little things, we will be made rulers of much. I put effort, dedication, consistency, and give my all in every task that I do. I believe that I am where I am because I have been faithful in the small things. And when you are faithful in little things you will be faithful in bigger things.

**Let's take a small detour – maybe you can share a bit about yourself before we dive back into some of the other questions we had for you?**

I am the Executive Director of a nonprofit called Time for Change Foundation. We started in 2002 and provide housing and supportive services to homeless women

and children as well as formerly incarcerated men. We have 18 locations throughout the state of Ca and recently opened a 10,000 square foot economic hub to help women of color entrepreneurs called the Black and Brown Opportunities for Profit (BBOP) Center. What I love most about the work that I do is seeing how fast a woman's life can be transformed when she is provided with the support she needs to get back in her feet. My heart has always been for women, to empower and uplift them to be who they are called to be. In a time where women finally are able to be leaders and have voices to empower others, it is so important that we foster a safe place for women to confidently thrive. I am mostly excited about our latest project, the BBOP Center. Host to the BBOP Business Academy, the BBOP Center was designed to eliminate barriers that women face when trying to start a business and provide access to information, technology, networks, and capital. We are teaching women how to BUILD, GROW, and SCALE investable businesses so that they can create generational wealth.

**If you had to pick three qualities that are most important to develop, which three would you say matter most?**

Looking back on my journey I have experienced some amazing learning circumstances. While some were challenging times, I believe those that take you outside of your comfort zones are the ones where you learn the most. If I could share three things to help others in their journey, they would be this: 1. Let it go – don't be easily offended by everything. Try to understand what other people are going through, put yourself in their shoes and remember that everyone is going through something. when you do this, you have more peace in your life. You don't always have to be right. 2. Be a part of the solution – nothing is going to change by complaining. If you don't like something don't go to your leader and dump it on them. Be a part of improving things. 3. Take ownership – when you're faithful with little things, you will be give more. Even if it's not your job, help, support, and do it anyway. It will pay off in the long run.

**Before we go, maybe you can tell us a bit about your parents and what you feel was the most impactful thing they did for you?**

The most impactful thing my parents did for me was always believe in me and the

things that I set out to do. They did not graduate high school and had to go back in their adult years to finish so they would have been satisfied had I only graduated high school. Yet, I pursued higher education obtaining both Bachelors and Masters degrees, I have been involved in so many things throughout the course of my career and although they couldn't help guide me in these areas they supported me and encouraged me 100% to keep going. They did not get in the way or try to stop me, but pushed me to go all the way.

### **Contact Info:**

**Website:** <https://www.timeforchangefoundation.org/>

**Instagram:** <https://www.instagram.com/timeforchangefoundation/>

**Facebook:** <https://www.facebook.com/timeforchangefoundation>

**Linkedin:** <https://www.linkedin.com/company/2624578/admin/feed/posts/>

**Youtube:** <https://www.youtube.com/user/timeforchange11/videos>

**Other:** <https://bbopcenter.com/> <https://www.instagram.com/bbopacademy/>  
<https://www.instagram.com/bbopcenter/> <https://www.facebook.com/bbopbusinessacademy>  
<https://www.facebook.com/profile.php?id=61553568322593>

**Suggest a Story:** BoldJourney is built on recommendations from the community; it's how we uncover hidden gems, so if you or someone you know deserves recognition please let us know [here](#).