

RESUME

Lorenzo Max

Background

I was born and raised at Howell Mesa on the Navajo reservation as a sheep herder. I am a family man. My wife, Alfreida, and I have 4 children and 6 grandchildren.

My work as an educator, entrepreneur and cultural advisor has taken me abroad to Algeria, United Arab Emirates, Hawaii, Canada, Australia, France and Universities. Over the years, I also had exposure to many other tribes in North America, Mexico and Canada. Here locally, I grew up in close proximity to the Hopi, Paiute, Ute, Apache and Yavapai people. I have developed a philosophical understanding of indigenous people and implement it into my professional practice. It can be useful in working with native communities where decision-making process is needed, such as in Navajo program and business development. I am also able to align this knowledge with local & state governmental entities, as well as, the corporate world.

Current Professional Experience

1. 1986 – Current; Navajo Hataahlíi Practitioner.
2. 1994 – Current; Chairman, Navajo Nation Hospitality Enterprise (28 Years).
3. 2010 – Current; Board of Director, Navajo Community Development Financial Institution (NCDFI).
4. 2013 – Current; Founder and Owner, Native Grill LLC.
5. 2015 – Current; Cultural Advisor and a Lecturer/Adjunct Professor, Applied Indigenous Studies, Northern Arizona University.
6. 2015 – Current; Resident Elder/Traditional Scholar, Office of Native American Initiative, Northern Arizona University.
7. 2016 – Current; Board of Director, NAU Commission for Native American.
8. 2021 – Current; Board President, Native Promise Inc.

Pass Professional Experiences

9. 1984 – 1997; Owner and Operator, Max-Aire Satellite Company
10. 1983 – 1985; Owner 50% of Ocean-Aire Inc.
11. 1985 – 2010; Owner and Operator, Focal Point Eyewear Inc.
12. 1986 – 1990; Owner 25% of First Choice Finance Limited
13. 1997 – 2010; Owner and Operator, Radio Shack Dealer Franchise Store
14. 1999 – 2009; Owner and Operator, Max Enterprise Inc.
15. 2002 – 2010; Executive Director, Four Corners Enterprise Community (4CEC). A Federal Business Development Initiative named as an “Empowerment Zone, Enterprise Community and Renewable Enterprise (EZ/EC/RE)”.
16. 2003 – 2011; Founder and CEO, Bik’ eh’ Hozho Community Development Corporation (BHCDC) a Non-Profit 401(c)3 Community Development Financial Institution (CDFI).

We assisted Aspiring Local Entrepreneurs with a Revolving Loan Fund, Financial Literacy and entrepreneurship training.

17. 2004 – 2011; Owner and Operator, L & H Hospitality Inc. dba Szechuan Restaurant

Pass Board and Commissioner Positions Held

18. 1988 – 1991; Chairman & BOD, Navajo Nation Private Industry Council

19. 1988 – 1992; Board of Director, Native American Church of Navajo Land

20. 1991 – 1995; Vice President, Navajo Work Force Investment Council

21. 2005 – 2009; Commissioner, Arizona State Community Development Council

22. 2007 – 2012; Co-Founder and BOD; Native American Opportunity Network for the National Native CDFI

23. 2010 – 2012; Chairman; Navajo Community Development Financial Institution

24. 2016 – 2021; Vice-President; Diné Hataahlíi Association

I no longer own or operate any of the business listed above. They were all successful and eventually, I have sold them and passed some on to my children. My current Board meetings are scheduled quarterly with an occasional special meeting.

Highlights of Significant Accomplishments and Strengths

- In 2000, my Radio Shack store was featured in the summer issue of the “Entrepreneur Magazine”. This was based on sale, management style and using best business practices in overcoming adversities and barriers. At the time, Radio Shack Corporation was in “Top 10” of the Fortune 500 Companies and Entrepreneur Magazine wanted to feature one store representing each of the top 10 companies and our store was selected out of 6500 Radio Shack stores.
- During 2002, our Radio Shack Store located in Tuba City, AZ received the “Model Store of the Year” award within the Four Corners Region (Arizona, New Mexico, Utah and Colorado) beating out dozens of stores. Selection was based on Sales, Management Style (best business practices) and Customer Service.
- In 2007 we were awarded the Radio Shack “Platinum Plus Award” for high volume of sales with over a million dollar annual purchases from Radio Shack Corporation, Our Radio Shack Dealer Store also won numerous brones, silver, gold, platinum awards under my management.
- As the Director and CEO, 4CEC and BHCDC was instrumental in leveraging over 300 million dollars for 84 economic development benchmark projects within Western and Northern regions of the Navajo Nation from 2001 to 2009.

My extensive experiences in business and economic development have provided me with a thorough foundation and understanding of the western business principles and how it affects our Navajo society. I would welcome the chance to engage from this level on behalf of Native Promise, Navajo Thaw and local communities to do my part in advocating for positive change.

As a Lecturer/Adjunct Professor at Northern Arizona University. I am responsible for lectures from a indigenous prespective on Diné/Navajo phylosophy. I also guess lecture in other classes

within the Applied Indigenous Studies Department, Navajo language classes, History, Education, Forestry, Anthropology and Liberal Studies to Students, Faculties, and to Local and National Organizations, Universities and International Scholars. I also worked and advised on NAU's Diné Institute for Navajo Nation Educators, Native Nation Building, Native Leadership Education among others. I do training and presentation for the Navajo Nation Divisions/Departments, Tribal Programs and with Tribal leader through out North America and Canada. My work also included helping Graduates and Doctorate Students with dissertations in Economic Development, Tourism and Enviroment Injustice (uranium and arsonic) on the Navajo reservation.

Education

Tuba City High School
Northern Arizona University, Civil Engineering

References

Courtney Scott- Retired Educator and Tribal Aministrator/CEO
3148 Kyle Loop, Flagstaff, AZ 86004
Mobile – 928-300-4406

Teddy Begay- Retired Superintendent Peabody Coal Company
PO Box 1689
Kayenta, Arizona 86033
928-489-1108

Allen Naille – Retired US National Park Service CEO, Amfac Resort CEO and Xanterra Resort and Hospitality CEO
7950 Koch Field Rd.
Flagstaff, AZ 86004
Mobile – 928-606-2525 Wk – 928-526-5947