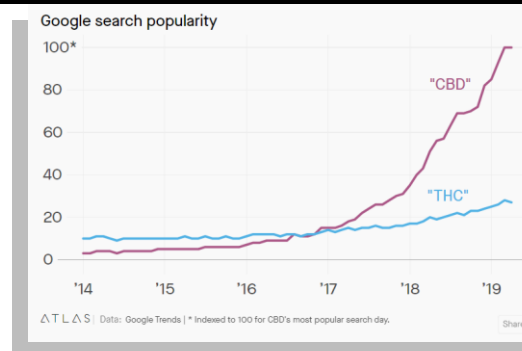


# Denise R. Mahaffey

## Marketing & PR Executive Catalyzes Global Advances

Denise Mahaffey founded Trinity Global Enterprises, LLC – a consulting company - to establish and facilitate initiatives in legal cannabis, life sciences, environmental sustainability, and more to catalyze global change. Beginning in 2013, to establish the hemp cannabidiol (CBD) industry, the Associated Press now reports that one in five Americans has used CBD adding momentum to the widely searched term that, according to Google, outpaced its cousin cannabinoid THC. This historical body of work paved the way to unprecedented law and policy reform, increasing its accessibility, especially in the U.S.A., Europe, Brazil, Mexico, Canada. Since its introduction through the news media by Mahaffey, CBD has been approved for use by the MMA and governing sports agencies WADA and USADA. Hemp was restored to the U.S. economy in 2018, after a nearly 80-year absence, and is projected to be a \$20 billion industry. PR campaigns produced by Mahaffey generated 1,000+ media interviews worldwide.



Combining marketing with business development is an art form for Mahaffey; sustained business overflow allows for community outreach. Aiding more than 40 non-profit organizations throughout her career, Mahaffey received San Diego's "40 Under 40" award for business and community leadership. Vertical Response and Direct Marketing News produced a case study on Mahaffey's approach to marketing. She received a proclamation from the City for Inspire San Diego Day, a public event that Mahaffey co-created and produced. A prior Board member of Dress for Success San Diego, Mahaffey empowers women in business and life. The San Diego Foundation personally selected Mahaffey as one of 150 regional Ambassadors; Our Greater San Diego Vision became the largest body of civic research available for public access. For additional details and to connect, visit <https://www.linkedin.com/in/denisermahaffey/>

## Accomplishments

### News

- Clients featured in 1000+ online, print, radio, and television media interviews.
- Interviews included: Reuters, AFP, Gannet, Forbes, Fortune, NY Times, Wall Street Journal, The Street, CNN, Yahoo, MSN Money, Fox News, NBC, ABC, ESPN, Family Circle, Authority Magazine, and more.
- Featured by Direct Marketing News and Vertical Response

### Career Highlights:

- Published Novelist, Formats: Audio • Electronic • Print
- NFL TIG Pro Bowl Computers for Kids Producer
- XEROX North American Reseller Advisory Council Participant, Consultant
- Global Legal Cannabis Industry Influencer 2013 – Present
- NFL Legends Panel Moderator (Ricky Williams, Jim McMahon, Marvin Washington)

### Community

- Founder – Canna World Expo
- Board Member – Dress for Success San Diego (2011-2013)
- Creator, Producer - Inspire San Diego Day
- Assisted 40+ non-profit organizations to-date.
- Produced TIG's Computers for Kids, donated 625+ PCs to schools and homes.
- National Football League Youth Training Camp Partner & Computers for Kids Hawaii at Pro Bowl

# Denise R. Mahaffey

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## Skills/Training

- Corporate Communications · Ghost Writer · Content Creator · Muck Rack · Cision · Globe Newswire · Business Wire  
Microsoft Office · Zoom · Amazon KDP · Virtual Conference Producer (Global) · PR Campaign Producer · PR Booking Agent · U.S.  
Channel Marketing (IT) · Event Producer · Advisory Board Member (Thought Leadership) · Total Quality Management (TQM)

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## Recognition

- Ambassador - The San Diego Foundation's Our Greater San Diego Vision
- "40 Under 40" Award Recipient – San Diego, CA

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## Employment History

Mar. 2019 – Present	Founder, GM	Trinity Global Enterprises, LLC Las Vegas, NV
Feb. 2005 – Mar. 2019	President & CEO	Mahaffey Enterprises, Inc. San Diego, CA
Nov. 1999 - Feb. 2005	National Director of Marketing	TIG San Diego, CA

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## Education

1988-1990	Cal. State Long Beach, CA
1988	Lakewood High School, CA

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## References

Media references available upon request

