



BIO: Armida Colmenares-Stafford - Pacific Premier Bank

Well-known for her bold energy and work ethic, Armida Colmenares-Stafford has always set a high bar for community leadership. As the first Latina to chair the Board of United Chambers of Commerce (UCC), Armida served an unprecedented four terms. She led a coalition of 18 chambers of commerce in the Valley through the difficult pandemic years helping UCC not just survive but to reach the next level. She helped dozens of Valley businesses and saved countless jobs working many long hours to procure millions of PPP dollars in badly-needed emergency funding.

She is currently first vice chair for the Valley Economic Alliance and Co-Chair of their Diversity, Equity and Inclusion Committee. In addition, Armida is on the Board of Proxy Parent Foundation which assists with financial needs of families and individuals with disabilities.

With more than three decades in banking, and now as first vice president and senior relationship manager for Pacific Premier Bank in the San Fernando Valley, Armida continues to be a tireless advocate for business owners and entrepreneurs, including women-owned and minority enterprises.