

A People-Oriented Business

An Interview with Michael De La Rosa,
President and Chief Operating Officer, Corvias Group



Michael De La Rosa

EDITORS' NOTE Within Corvias Group, Michael De La Rosa provides strategic direction and oversees all operational responsibility. Since joining Corvias in 2002, he has worked alongside his partners, John Picerne and Janet Colantuono, to develop the highly successful Corvias Military Living, Corvias Solutions, and Corvias Campus Living. He excels at turning vision into reality and creating a culture of high performance. As part of his 23 years' experience in the industry, De La Rosa helped develop the first pilot programs for the United States Army's Residential Communities Initiative, which established the privatized housing model for the U.S. Army and Air Force in use today.

How critical is innovation to your continued growth and success?

Innovation is a critical element of our company's mission and innate character. It's what motivates us to be cutting-edge, unique, and continually ahead of the curve for our customers. As established industry pioneers, we never want to complacently rely upon the legacy we've created over time; rather, we want to encourage the forward-thinking, solutions-oriented creativity that has solidified our position as an industry leader since our inception.

One of our core priorities is identifying new, revolutionary ways to serve those with whom we work, as well as reevaluating current practices and infusing fresh energy into even the most successful aspects of our business. At every level of our company, employees seek transparent feedback from customers, partners, and one another, which creates professional relationships built upon open communication and reflective dialogue. These partnerships, and our company's pervasive desire to improve our business strategies, set an exceptionally high standard to which we hold ourselves accountable. As a result, we strive and challenge ourselves to meet the expectations of others, and ourselves, in the most groundbreaking, inventive manner possible.

What inspires you on a daily basis?

Corvias is a people-oriented business. If we create an innovative, inspiring, and challenging workplace and are proud of how we manage and collaborate with our employees, that resultant sense of pride directly correlates with how well we serve our customers. We earnestly strive to formulate long-term solutions that satisfy clients' business objectives, while devoting the same amount of high-level attention to our employees.

It's also inspiring to help create a business model that is authentically Corvias and reflects the company's core principles and mission, while highlighting our deeply rooted desire to enact monumental change and grant employees stimulating opportunities. Corvias' dedication to high-level thinking and drive to provide employees with inspirational work is what propels this company forward and motivates me every day.

What makes this such an exciting time for the company?

Corvias is currently undergoing significant growth and tremendous expansion. Rather than resting upon the outstanding success of our military portfolio, we consciously and strategically decided to share our beneficial partnership model with other companies, institutions, and municipalities.

This isn't a simple task. It requires us to thoughtfully understand what partnership strategies and business practices allowed us to be successful in the past and how such qualities can be redesigned to meet future needs and expectations. As part of this inherent growth period, 2015 was a year of educating clients in the higher education, environmental, and municipal communities on how integrated and multifaceted our partnerships can be. While challenging, the opportunity to transform new sectors through innovative partnerships has proven to be substantially rewarding and equally exciting as we continue to look into the future. ●

Giving Back

An Interview with Maria Montalvo,
Executive Vice President of Partnership Development Marketing,
Corvias Group and Executive Director, Corvias Foundation



Maria Montalvo

EDITORS' NOTE Maria Montalvo is passionate about empowering others to reach higher. As a member of Corvias' leadership team, she's known for collaborating with her colleagues and client partners and inspiring them to give back and make a greater impact. At Corvias Group, Montalvo balances several roles, all of which complement her caring and competitive spirit. As Executive Vice President of Partnership Development Marketing, Montalvo oversees business development efforts and strategic marketing initiatives throughout the sales life cycle. She also serves as the Executive Director of Corvias Foundation, which provides funding to increase access to educational, internship, mentoring, and volunteering opportunities in the communities where Corvias lives and serves.

What is Corvias Foundation and why was it started?

Corvias Foundation is a private, family foundation and charitable arm of Corvias Group, and was originally created to help individuals and military families reach their educational goals and pursue their dreams through scholarships and grants. Founded in 2006 by our CEO John Picerne, we work together with students, colleges and universities, military families, and our employees to empower individuals to reach higher and contribute to their communities in a more meaningful way. Over the years, we have grown our areas of focus and have built networks to expand our reach. Because we put a strong emphasis on being part of every community we serve, we not only want to ensure success for our scholars in academic and professional development, but also foster an aspiration to personal, professional, and philanthropic growth. This means not only supporting our scholarship recipients but ensuring they understand it is their mission to reach out into our communities and hold the door for others.

What has the impact been so far?

This past April, we celebrated our 10-year anniversary. Over the past decade, the Foundation has produced \$10 million in contributions around the country – directly for scholarships, to community outreach programs, direct donations, and new program development that supports our mission. To date, the Foundation has awarded 348 educational grants and scholarships to spouses and children at 13 different Army and Air Force installations, totaling a combined \$6.52 million. Those deeply involved with Corvias Foundation also include 140 colleges and universities, 930 employees, 280 scholars, and 86 partner organizations. It was truly an honor when the Foundation was recognized in 2012 by First Lady Michelle Obama and Dr. Jill Biden at the White House for our work and deep desire to be of service to military families. I believe it's the smaller accomplishments that mean more. When our strategic partners or Foundation alumni help someone get a job or internship, or take another step in their career, that one effort can potentially have a huge impact on that person's life or professional career in the long-term. We can do much more together than we can do alone, and our real mission is to ensure that each and every person whose life we touch understands that they are part of a greater whole.

What inspires you every day in the work that you do for Corvias?

For me, it's seeing the creation of opportunities for the people and the communities we work in each day. We are always trying to find new ways to give back. What we do at the Foundation isn't reliant in any way on how much profit the company makes, which is rare. I've always been impressed that our CEO never wanted to tie corporate giving in with company profit. Our original military programs taught us that we really want to focus the Foundation's support on the next generation of leaders that want to work in jobs that serve others. We can and have already found ways to easily translate this to our campus partners and create programs with them that accomplish the same types of goals. The more focused we are on giving back, the more we can push ourselves to do more in the societies we live in. ●