

ADRIAN **VELIZ**

New Ways To Work Consultant

LOCATION

Los Angeles, California

EXPERTISE

Workforce Program Design & Technical Assistance

CDBG & Federal Grant Management

Justice-Impacted Youth & Reentry

Community & Stakeholder Engagement

Strategic Planning

Employer Partnership

Arts & Edutainment Programming

Internship Program Development

EDUCATION

Salem State University
M.S.W., Social Work
Expected 2027

California State University, Los Angeles
B.A., Psychology
2022

East Los Angeles College
A.A.-T, Psychological, Social & Behavioral Sciences
2020

EXPERIENCE, INGENUITY, REUSLTS

WORK EXPERIENCE

Director of Workforce Development 2025-2026
The RighWay Foundation

Director of Programs 2019–2024
Senior Program Manager 2017–2019
VSEDC

Regional Services Manager 2012-2018
Community Program Coordinator 2009-2012
EWDD

Community Relations Specialist 2000-2009
CDD

ABOUT ME

Adrian Veliz is a seasoned workforce and economic development strategist with more than 25 years of experience designing programs that open economic pathways for disinvested communities across Los Angeles. His career spans community relations, grant management, business consulting, and program leadership from South LA's Watts neighborhood to City Hall.

Currently, Adrian provides technical assistance to the City of LA Economic & Workforce Development Department, supporting the WorkSource and BusinessSource networks. He previously served as Director of Workforce Development at The Rightway Foundation, leading programs to empower foster youth, system-impacted individuals, and justice-involved young people into stable careers. As Director of Programs at Vermont-Slauson EDC, he managed $1.5M in CDBG funding and delivered executive business consulting. Adrian is a Board Member of All Peoples Community Center, one of LA's oldest nonprofits in South Central.

Earlier, Adrian spent nearly two decades with the City of Los Angeles, across the Community Development Department (CDD) and Economic and Workforce Development Department (EWDD), managing $4M+ in WIA and CDBG contracts. He was pivotal in developing the Watts Neighborhood Council and Watts Gang Task Force. He directed the Watts Entrepreneur Business Accelerator (WEBA), a $1M federally-funded program. His career-long youth development work includes the award-winning Students for Higher Education (SFHE) program and the LA Edutainment Internship Program, connecting 5,000+ youth to careers, supporting 400+ businesses, and creating 1,000+ local jobs.

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