

Veronica Vidal is the Founder and CEO of Custom Cleaning and Management Services (CCMS) a Cleaning Contractor this year celebrating 15 years of doing business in South Florida, head-quartered in Palm Beach County.

Immigrating from Argentina, she arrived in 2001 with a Bachelor's Degree in Architecture in Stage Design and Critic of Visual Arts carrying her passion of creating and transforming space. With this skillset, Veronica has lead CCMS' growth and development from a small residential cleaning service to a full service enterprise including multiple commercial accounts, construction cleaning on small to large iconic projects with national general contractors, solar panel cleaning, high-rise solutions and ULTIMATE PREVENTION® –sanitation solutions .Currently the company is working on the addition of robotics for its operations as part of her tireless efforts searching for differentiation and innovation.

As a persistent entrepreneur, Ms. Vidal explained that part of the success resides in taking full advantage of the free training, education and certifications provided by incubator agencies for small businesses as well as certifications with various cities, counties, school boards and other Federal Agencies.

As the results of Ms. Vidal's forward thinking and positioning with colleagues as well as in the business communities she has been granted distinguished opportunities with education in the areas of Leadership and Business Strategies at the Jim Moran Institute (Florida State University), Latino Entrepreneur Scaling Strategies (Stanford University), 10K Small Businesses (Goldman Sachs Foundation) and engaging new opportunities for 2020 with the Strategy and Negotiation Skills program at Harvard University.

Ms. Vidal currently serves on the Business Partnership Council for Palm Beach State College, The Board of Directors for the Puerto Rican Hispanic Chamber of Commerce where she was recently appointed to be its representative in Washington, DC for the small business legislature Summits . She also serves on The Board of Director Florida Hispanic American Chamber of Commerce, Board of Directors for the National Association of Women in Construction - Chapter Greater Palm Beach.

Veronica states that her mission is to help strengthen the participation of Hispanic and women owned businesses in the community. She believes that providing education along with real and meaningful opportunities are key for expanding the footprint of these businesses that will enhance the process of building bright, prosperous and advancements in the communities.

Based on her believes she is a proud Advisory Committee Member -Seat # 2 “ *Certified Hispanic Business Owner* “ - for the Office of Equal Opportunity in Palm Beach County supporting its office mission to promote a discrimination free quality of life for Palm Beach County residents through educating and advocating a policy of nondiscrimination and enforcing local, state and federal civil rights laws.