



**Iris Gonzalez**  
Board Member, Florida Virtual School  
Vice Chair, FLVS Foundation  
Principal, Links-G

Iris Gonzalez is the Principal at Links-G, overseeing the strategy and the execution approach of its clients' plans to achieve the desirable set goals/results. Ms. Gonzalez is a bilingual and a motivated leader with extensive experience in media and telecommunications with executive roles at Charter Communications, Bright House Networks, and Telemundo. She has expertise in strategic planning, management, marketing communications, multicultural strategies, public relations, government affairs, event management, and sales. She has proven skills in effective planning and implementation of strategies, increase in regional sales, and building strong partnerships.

Prior to Links-G, Ms. Gonzalez was responsible for advocating public policy issues on behalf of the corporation that impact the business and constituencies of Charter Communications. In this role, she developed and implemented a strategic plan that engaged and mobilized external support, built and expanded relationships and alliances at all levels of government, developed public awareness initiatives, and educated the public to grow grassroots support for the benefit of Charter Communications and its interests.

Previously, Ms. Gonzalez served as Corporate Director – Multicultural Strategies for Bright House Networks. She was responsible for spearheading the company's multicultural efforts by identifying and meeting the needs of Bright House Networks customers and employees, while working in partnership with other department leaders, to retain and build loyal customers, enhance and strengthen brand awareness, and increase sales and products penetration within the international community.

The focus was on the development and implementation of strategies among internal Bright House resources to deliver video programming, high speed Internet, and telephone communications services that satisfy the interest and needs of the diverse community in accordance with the changes in demographics and growth in the markets.

Ms. Gonzalez joined Bright House Networks in 2005, with prior experience in sales, marketing, and public relations for the Spanish broadcaster, Telemundo, in Tampa, Florida. While at Telemundo, she created and implemented marketing plans to increase market and viewers' share, developed effective promotional events, produced strong partnerships initiatives, and part produced and hosted an entertainment segment for the local news. Ms. Gonzalez joined Telemundo Tampa in 2000.

Ms. Gonzalez's professional affiliations include the National Association of Multi-Ethnicity (NAMIC), Cable and Telecommunications Association for Marketing (CTAM), and Women in Cable and Telecommunications (WICT).

She received a Bachelor of Science in Business Management from the University of South Florida. She is also an alumna of the 2013 National Association of Multi-Ethnicity (NAMIC), Executive Leadership Development Program (ELDP), Darden School of Business.

**FLORIDA VIRTUAL SCHOOL**

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Ms. Gonzalez was appointed by Florida Governor Rick Scott to the Board of Trustees for Florida Virtual School (FLVS) and serves as the Vice Chair for the FLVS Foundation Board of Directors.