

**Dr. Robin R. Goins**  
**PhD - Industrial and Organizational Psychology**  
**14080 Palm Drive, Suite D442, Desert Hot Springs, CA 92240**  
**info@drrobingoins.com, robinrgoins@yahoo.com, www.drrobingoins.com**

### **PROFESSIONAL SUMMARY**

Over 38 years' experience in the for profit and nonprofit business sectors, supervising staff, working trades, members, shareholders and government officials while developing strong business relationships to meet and maintain company goals and objectives. Recognized for an ability to organize, train, develop and motivate team members and systems. In combination with a strong educational background, possess exceptional communication and problem-solving skills has produced strong industry relationships to grow and maintain organizations. Accomplished director, executive coach, consultant, mentor, trainer, consultant and instructor for executive management in the areas of career and industry advancement. Have a strong work ethic, tenacity, and driven to see a task through to completion.

### **HIGHLIGHTS**

- Business Development & Sustainability
- Professor and Instructor
- Leadership & Team Development
- Project Management
- Speaker and Presenter
- Capacity Building and Fundraising
- Approved Cannabis Consultant
- Grant Research, Writing and Development
- Budget Control & Analysis
- Strategic Planning & Consulting
- Forecasting & Project Management
- Curriculum & Accreditation Specialist
- Career Coaching and Development
- Award Winning Trainer and Mentor
- Board Development & Training
- Educational and Public Speaking

### **EDUCATION**

- Capella University, Harold Able School of Psychology,  
Graduate – November 2012 -
  - PhD, Industrial and Organizational Psychology
- Capella University, Harold Able School of Psychology,  
Graduate – March 2006
  - Master's Degree, Industrial and Organizational Psychology
- Golden Gate University, Edward S. Angeno School of Business  
Graduate - April 2004
  - Bachelors Degree in Business Administration

### **PROFESSIONAL ACCOMPLISHMENTS**

- Proven business management history creating processes saving 80% in efficiency rates, budget control resulting in average 30% - 50% cost savings.
- Developed staff training processes that resulted in process efficiency rate of increase of 40%.
- Increased industry networking 80% as a board member of the Southern California Purchasing Council.
- Ongoing industry researcher and consultant for the home building industry, and as a board member for the Southern California Purchasing Council.
- Founder, Board President and Dean of Curriculum and Program Development – Western Education Institute

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- Founder, program developer, executive director and researcher for award winning non-profit focusing on educational and vocational training for at risk populations in Inland Empire area. Singlehandedly developed the program curriculum and designed the program. Lead the effort of building the organization from scratch into a viable non-profit well respected in the community. Work directly with public and political entities developing programs and implementing change strategies. Successful fundraiser and grant writer / researcher. Lead project manager for the organization obtaining its WASC accreditation 2012.
- Highly regarded speaker and presenter in career development, team dynamics, communication, goal achievement and business and non-profit development throughout the Inland Empire.
- Curriculum and training consultant for Riverside County Department of Social Services.
- Founded, implemented and manage a non-profit postsecondary school focused on providing vocational education to low income and at-risk populations.
- Psychological assessment developer focused on business development
- Industry consultant focused on high returns and business efficiency
- Known cannabis professional certified to work in the City of Desert Hot Springs

### **PROFESSIONAL EMPLOYMENT HISTORY**

Dr.G Consulting, LLC

2007 - current

Advise clients in career development using psychological coaching. Work with organizations and groups on professional advancement and cultural challenges through training, personality and vocational assessments and group dynamics analysis. Assist organizations in business set-up, policies and procedures, financial and budgetary oversight, human resources, business and marketing plans, business efficiency models, fund development, strategic planning, team dynamics and leadership development. Certified cannabis consultant in the City of Desert Hot Springs.

Western Education Institute, Inc Non-Profit

2009 - Current

- Founder, President and Dean of Curriculum & Program Development
- Perform duties, in accordance with Board approval, associated with running a non-profit including policy and procedure design and implementation, board development, capacity building, create and validate program curriculum, budgeting, grant writing and philanthropy, intake and exit procedures, mentorship screening and development programs, oversee all employees and instructors, work with city and county agencies, perform training for mentees as well as develop, deliver and perform statistical analysis of program assessment and testing tools. Oversee WASC accreditation processes, assessments and program research.

College of the Desert

2017 – Current

- Various business and psychology courses

Community Action Partnership – Riverside California

2010 - Current

- Staff Trainer
- Non-Profit Training and Development Faculty

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- Kaplan College 2009 - 2010
- Professor of Psychology in Criminal Justice & HIT
  - Serve as on-site student mentor and counselor
- University of Phoenix 2009 - 2018
- Professor Psychology
- 2007 – Current
- DeVry University / Chamberlain College of Nursing / Keller Graduate School of Business - Pomona and Online Campuses
- Professor of Psychology and Business teaching motivation and leadership, organizational behavior, career development, life planning, critical thinking, sociology (cultural diversity in the professions), business and basic psychology courses, HR and Speech
  - Design and develop courses for on campus, hybrid and accelerated online formats
- 2006 - Current
- Barstow Community College
- Professor of Psychology and Business teaching Intro to Psychology, Career Development and Developmental Psychology
  - Design and develop courses for on online formats
- The Executive Professionals 2007 – 2009
- Coached out of work high level professionals on job skills, personal and professional training and development and personality job fit
- 2005 - 2007
- Pulte Homes / Del Webb, Corona, CA
- Purchasing Manager
  - Responsible for managing the offsite purchasing department. This included developing and implementing bidding and purchasing procedures, budget control and forecasting, project management, trade networking and relations, negotiation of contracts, working directly with Project Managers and Directors and managing the contract staff.
- Ryland Homes, Sacramento, CA 2004 - 2005
- Purchasing Agent
  - Responsible for managing up to seven projects at one time. Performed purchasing tasks from the beginning of the projects to closeout, which included bidding procedures, budget management, options coordination, trade relations, contract administration and closeout procedures.
- 2003 - 2004
- Beazer Homes, Sacramento, CA
- Purchasing Agent
  - Responsible for managing up to seven projects at one time. Performed purchasing tasks from the beginning of the projects to closeout, which included bidding procedures,

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budget management, options coordination, trade relations, contract administration and closeout procedures.

- William Lyon Companies 2001 - 2003
- Construction Coordinator
  - Worked as assistant to the VP of Construction. Prepared trade contracts, performed budget control tasks, administered all bidding procedures, prepared closeout documents and approved all vendor payments.
- The Spink Corporation / Stantec 1999 - 2001
- Director of Office Services / Executive Secretary
  - Directed office construction for internal company facilities, ensured that all internal office functions ran smoothly. Oversaw all employee entrance, exit and relocation procedures. Assisted President and Vice President in administrative and management tasks.
- Goins Construction / Pacific Engineering, Sacramento, CA 1991 - 1999
- Owner / Operator
- Performed all tasks associated with running a construction firm. This included managing a staff of 12, working with clients in bidding and contract negotiations, performed all marketing and internal office procedures, performed all accounts receivable and accounts payable functions.

### **AWARDS AND HONORS**

- Helium.com Online Magazine – received the “Premiere Writer Award” 2008- ongoing
- Gerson Lehrman Group – Top 20% of Producers
- Riverside County Mentorship Collaborative Senatorial and Congressional Youth Mentorship Appreciation Award 2010
- US Corporation for National and Community Service President Obama – Presidential Volunteer Service Award 2010
- Nominated Member for the Riverside County Workforce Investment Board Strategic Planning Committee 2010
- Kaplan College – Advisory Board HIT & Criminal Justice Program
- 2011 Non-Profit Innovation Award – Riverside County Community Connect
- 2011 Best of Riverside Award for Non-Profit – US Commerce Association
- 2012 Inland Empire Trailblazer Award – B Ready Products
- Member TAY (Transitional Age Youth) Program Committee Coachella Valley
- Vice Chair – Riverside County Workforce Investment Board Council for Youth Development 2012 – 2016
- 2014 – National Association of Women Business Owners. Community Bridge Builder Award.
- Riverside County Office of Education Foster Youth & CET Advisory Board member
- 2015 County of Riverside Volunteer Appreciation Award
- 2012 Riverside County Department of Social Services Service Award Education

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- 2011 Riverside County Community Action Partnership Mentor Recognition Award
- 2014 California State Assembly 60<sup>th</sup> Assembly Certificate of Recognition
- 2014 City of Riverside Certificate of Recognition
- 2014 City of Corona Certificate of Recognition
- 2014 Certificate of Special Congressional Recognition 35<sup>th</sup> District
- 2014 Certificate of Special State Senate Recognition 35<sup>th</sup> District Amazing Women of Inland Empire Award Mike Morrel 23<sup>rd</sup> District
- 2014 Certificate of Special State Senate Recognition 35<sup>th</sup> District Amazing Women of Inland Empire Award Richard Roth 31<sup>st</sup> District
- 2014 Certificate of Special State Assembly Recognition Amazing Women of Inland Empire Award Jose Medina 61<sup>st</sup> District
- 2014 Certificate of Special State Assembly Recognition Amazing Women of Inland Empire Award Cheryl R. Brown 47<sup>th</sup> District
- 2014 Certificate of Special Congressional Recognition Ken Calvert / Community Action Partnership

### **CONSULTING EXPERIENCE**

- The Executive Professionals – consult with clients regarding career coaching and programs offered. Administer initial online portal homework and personality assessments to determine the best program for that client based on the results. Present findings to clients and board and complete sign up process for the program.
- Gerson Lehrman Realty Group – consult with members on various topics related to the building and investment industries. As a top member, also conduct research for other consultants and reports those findings to the various hiring inquiring consultants. Rated in the top 20% of their consultants, and a member of their real estate, construction, education and scholar tier councils.
- Mc Graw-Hill Companies – Vista / Society of Industry Leaders - consult with a network of industry professionals who collectively represent an expansive and deep body of intellectual capital. SIL Members are invited to participate in expert panels and phone consultations, educating money managers on topics such as industry trends, competitive landscape, and product positioning within their expertise.
- DR.G Consulting, LLC– work with clients on various levels in career, professional and individual development. Conduct psychological and vocational assessments and develop curriculum and treatment plans. Assist organizations on all levels of development and implementation. Cannabis industry consultant. See [www.drrobingoins.com](http://www.drrobingoins.com) for more information.
- Orange County Health Care Agency (HCA) 2009 – served on committee to select providers for the Substance Abuse and Crime Prevention Act (SACPA) Services, in compliance with the State of California Proposition 36.
- President & Executive Director – Smooth Transition, Inc. – providing educational and vocational training to underprivileged teens leaving the foster care system or in need to direction and support. Teach career development, conduct career and psychological assessments and oversee operations. Visit [www.smoothtransition.org](http://www.smoothtransition.org)
- Subject matter expert in Industrial and Organizational Psychology – Wiley Blackwell Publishers

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- Non-profit organization development, management and sustainability consultant US & American Samoa
- Invited Member Workforce Investment Board (WIB) Regional Strategic Planning Team (2010-current)
- Nominated member of the WIB Council for Youth Development – Riverside County
- Speaker and Workshop Presenter Riverside City College – CDC Works
- Speaker and Workshop Presenter Riverside County Mentorship Collaborative
- Speaker and Workshop Presenter Riverside County Superintendent of Schools – Foster Care Division
- Speaker and Workshop Presenter Riverside County Child Care Consortium
- Speaker and Workshop Presenter County of Riverside Department of Mental Health
- Speaker Riverside County Office of Education
- Speaker City of Corona Chamber of Commerce and Women’s Leadership Council
- Grant Peer Reviewer U.S. Department of Education & Community Economic Development Department and US Department of Health and Family Services Administration for Children and Families
- Committee Member Starr Behavioral Health Transition Youth Convention (TAY) Planning Committee and Convention Speaker 2012, 2013
- Speaker and Executive CEO Panel Member for the 2012 Riverside County Non-Profit Resource Center Annual Conference. Presented - Developing Innovative and Relevant Programs to Serve Your Community
- Consultant – Expert Connect
- International Organizational Trainer and Coach – Global Franchise Training Group, Kuwait. Client – Kuwait National Petroleum Company and Ministry of Transportation.
- Riverside County Department of Social Services. Consultant in the assessment of employer needs and gaps for job training and development for welfare recipients and the development of a county wide job training curriculum and county curriculum development training with accompanied statistical outcomes report.
- Rotary Desert Hot Springs – Chair Vocational and Educational Committee
- Board Member United Way of the Desert – Cannabis Industry Vocational Representative
- Cannabis Business Columnist – CV Independent
- Founder and Board Secretary – Southern California Cannabis Council
- Cannabis Business Columnist – CV Independent
- Consultant - Microsoft

\*\*\*\*\* References Furnished Upon Request\*\*\*\*\*