



## Congratulations, Denisse Mendoza

Side by Side is excited to announce that **Denisse Mendoza** is our new **Director of Practice and Program Development (DPPD)**, a role that replaces the Chief Program Officer. Denisse will focus on clinical practice, training, and program development, overseeing existing programs with direct service needs.

Denisse has worked in the North Bay, starting as a Youth Specialist with Project Pride and advancing to roles such as CCNB Program Manager and North Bay Regional Director.

She established Raices Unidas, which won an Excellence in Innovation award in 2023, and developed a sustainable Community Counseling North Bay program. Her efforts have secured funding for EMDR and TF-CBT training for North Bay clinicians through a strong relationship with the Sonoma Community Foundation.



*Denisse Mendoza*

Denisse's experience and dedication will strengthen Side by Side's direct service work and support growth with a clinical and trauma-informed approach. She will lead clinical supervisors, QA, and Joint Commission compliance and collaborate with the Senior Leadership Team on business development. She will also work with Regional Directors and the Hunt School to align goals.

Denisse officially started as DPPD on December 16 while continuing as North Bay Regional Director until a successor is found.