




BARBARA DAWSON

OWNER: PURPLE MULCH

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(505) 259- 6400 

Corrales, NM 

Linkedin.com/in/
barbarafdawson/ 

PROFESSIONAL PROFILE

I enjoy supporting heart-centered organizations, entrepreneurs, and business owners do the work they are truly passionate about. I teach a distinctive approach to building strong relationships by asking exploratory questions to understand and dig deep rather than just respond. It is through being interested, curious, and caring that trust, likability, and understanding are built. In coaching, mentoring, and sales, I adopt a personalized and flexible method, helping individuals connect the dots to their ideal life.

SKILLS

Authentic Communication
Active Listening
Team Building
Project Planning
Accountability
Improving Efficiency
Relationship Building
Strategic Leadership
Resource Management

EDUCATION

MASTERS OF ARTS (MA) In
Organization, Information and
Learning Sciences
December 2025

PRE-MED and CHIROPRACTIC
Pursuing Dr. of Chiropractic
Parker College of Chiropractic

BACHELOR OF SCIENCE
Elementary Education
Minor Communicative Disorders
The University of New Mexico

EXPERIENCE

OWNER

Purple Mulch, 1997 – Present

Serial entrepreneur. Successfully running and maintaining this business for 29 years. Training, coaching, and support for entrepreneurs to grow their self-worth and their business.

- Educational Workshops: authentic communication skills building; the sales process; nutrition and wellness
- Coaching: support through the change process; personalized and flexible; we do this together — not one size fits all
- Nutritional Evaluations: healthy for life; digestion and detox; athletes recovery and stamina; sugar addiction reduction; clean eating; weight management; chronic symptom control

SALES COACH

University of New Mexico - Anderson School of Management — Sales Center, Albuquerque, NM / 2023 - Present

- Lead sales coach for Advanced Sales Course and Sales Competitions
- Utilize exceptional communication skills to prepare UNM students for National and International Sales Competitions and a career in sales.
- Engage diverse students, at times taking them from never selling before to competency and personal growth to effectively compete.


INSTRUCTOR


Community College of New Mexico (CNM)
Albuquerque, NM / 2023 - Present


- On-line and in person training - sales and communication
- Authentic Communication - 15 hour course with United Way C-suite
- Sales education: Ernest Thompson Furniture Sales
- Teaching focused summer courses at three local charter high schools

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EXTRA

ABOVE AND BEYOND
NETWORKING
Member to President
2019 to Present

SANDOVAL COUNTY MASTER
GARDNER
Member to President
2010 - 2016

NATIONAL ASSOCIATION OF
WOMEN BUSINESS OWNERS
Member to President
2000 - 2009

USANA HEALTH SCIENCES
Brand Partner - Direct Selling
Company
1997 to present
Prestige League Growth Award
September 2022 - present

TOASTMASTERS
INTERNATIONAL
Communication and Leadership
Member and Board Member
1980 - 2016

ORATOR'S GAVEL CLUB
Homeschooling Toastmasters
Mentor for homeschooling TM

EXPERIENCE continued

MENTOR
CNM INGENUITY
2023 – Present

Supporting start-ups evaluate their process of moving from idea to being “in business.” Meeting with them on a regular basis to help move them forward from idea to launch.

ORGANIZER
1 Million Cups - Albuquerque
Through the Kaufman Foundation
2024 - Present

Supporting the organization in helping entrepreneurs be heard, helping them grow and meet like-minded people.

OPUS COMPUTER RESOURCE
OWNER, Albuquerque, NM / 1983 - 1987

Assisted large organizations in migrating from mainframes to desk top computers. We went out to large organizations and taught how to turn on the desktop, copy files from one disc to another, format discs, workshopped the training for operating systems, word processing, spread sheet analysis, data base management, and in some cases accounting and CAD software. Some of our significant clients included:

- The City of Albuquerque
- Sandia Labs
- Los Alamos Labs
- General Electric
- State of NM
- Mountain Bell

PROFESSIONAL DEVELOPMENT

LANDMARK EDUCATION
The Forum and Advanced Forum
The Communication Workshop (I & II)

SANDLER SALES MASTERY YEAR-LONG WORKSHOP
Albuquerque, NM

DIRECT SALES WORLD ALLIANCE (DSWA) / ELITE LEADERSHIP
Coach Certification

DeLa Porte & Associates — Wilson Learning
Counselor Selling & Social Styles
Albuquerque, NM