ALEX VALDERRAMA

FOR MONUMENT TOWN COUNCIL
AT-LARGE

Meet Alex Valderrama



Alex Valderrama's story begins with family, hard work, and a belief that opportunity is built through persistence and service to others.

Born in Peru, and in the early 1970's, Alex immigrated to Des Moines, Iowa with his mother and six siblings. His family began their new life with modest means, and those early years shaped the values that continue to guide him today: work hard, take responsibility, treat people with respect, and give back when you can.

Alex began working at age 13 as a dishwasher at a local Italian restaurant. He worked throughout high school and later accepted a position at one of the largest trauma medical centers in Des Moines. In his early twenties, he married his high school sweetheart, Laurie, and began building a family and a future. The couple bought their first home with money Alex had earned through years of work.

While working full time and raising a young family, Alex returned to school to study graphic design where he earned his Associates Degree then went to complete his Bachelor of Fine Arts in Visual Communications from the International Academy of Design, graduating summa cum laude. Soon after, he founded the design business that would become Cranium Agency.

From its earliest days, Cranium worked with small businesses and established organizations across Iowa. Alex learned firsthand what it takes to build a business, meet a payroll, make difficult decisions, and earn the trust of clients through consistent work. Those experiences became the foundation of a career dedicated to helping organizations communicate clearly, grow responsibly, and better serve the people who rely on them.

In the late 1980's, Alex and Laurie visited Colorado and saw a place where they wanted to build the next chapter of their lives. They moved their family to Parker while Alex navigated the challenge of relocating and rebuilding a successful business. It was a demanding decision, but one they have never regretted.

Colorado is where Alex and Laurie raised their two children and built a life centered on family, work, and the outdoors. Over the years, they lived in Parker, Denver, and Perry Park before choosing Monument as their forever home. Today, they enjoy spending time with their five grandchildren, exploring Colorado's trails, camping, running, hiking, and taking advantage of the natural beauty that makes this community so special.

Throughout his professional career, Alex has led brand and marketing strategy for organizations ranging from local businesses to nationally recognized companies. As founder and principal of Cranium Agency, he has helped organizations clarify their purpose, solve complex problems, and build stronger relationships with the people they serve.

Yet professional success has never been the sole measure of Alex's work. Giving back has been a defining commitment throughout his life. At Cranium, Alex established a practice of dedicating 25 percent

of the agency's time to civic and nonprofit work. That commitment provided planning, writing, design, and marketing support to organizations working to strengthen their communities.

For more than three decades, Alex has also coached youth soccer at both recreational and competitive levels. He has worked with young people and their families to build confidence, discipline, teamwork, and character through the game. As Director of Coaching for Palmer Divide Soccer, he has helped support player development, coach education, and a positive environment for athletes, volunteers, and families.

Alex's community involvement has extended to nonprofit, civic, business, and professional organizations. He has served as Past President of the Davis Islands Chamber of Commerce and the Five Points Business District in Denver, held communications leadership roles with AIGA Tampa Bay, and contributed his time through board, advisory, and volunteer service with organizations focused on business development, community engagement, and the creative professions.

Education has also been an important part of Alex's service. He has taught advanced design, branding, and communications courses at Arapahoe Community College and Metropolitan State University of Denver. He has served as a curriculum advisor and mentor to students, interns, and emerging professionals, helping others build the skills and confidence to pursue meaningful careers.

Alex is running for Monument Town Council At-Large because he believes effective local government begins with listening, clear communication, responsible decision-making, and a genuine commitment to the people who call Monument home. He brings the perspective of a small business owner, community volunteer, educator, youth soccer coach, husband, father, and grandfather.

Alex believes Monument's future should honor the character of the community while thoughtfully preparing for the opportunities and challenges ahead. He is committed to serving residents and businesses with integrity, practical experience, and a deep respect for the place his family is proud to call home.

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