

DENISSE MENDOZA

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EDUCATION

University of San Francisco

Master of Arts in Counseling Psychology

2014-2017

California State University, Sacramento

Bachelor of Science in Criminal Justice

2002-2006

LICENSES

Licensed Marriage and Family Therapist #119021

Issued: 2020

Licensed Professional Clinical Counselor #10727

Issued: 2021

WORK EXPERIENCE

Side by Side

July 2026-Present

Chief Program Officer

As CPO, focus on advancing behavioral health outcomes through leadership in clinical practice, workforce training, program development, and oversight of direct service programs.

Sonoma Life Solutions

Clinician

2022-Present

Providing Co-parent Counseling, Family therapy focused on parent/child conflict, and individual therapy services as referred by the Sonoma County Family Court system as well as self-referrals and referrals from individual managed health care plans.

Private Practice

Est. 2022

Sole Proprietor: Denisse Mendoza

Providing virtual individual therapy services for individuals

Side by Side

Director of Practice and Program Development

Dec. 2024-June 2026

Provide agency oversight on clinical practice, training, and program development as well as overseeing existing programs with direct service needs across the entire agency.

Side by Side

North Bay Regional Director

2022-2024

Provided management responsibility for the overall functioning and performance of Side by Side, relating to clinical programs and public policy activities in the North Bay. Directed, administered and coordinated the activities of the organization in support of the mission, policies, goals, and objectives established by the CEO, CFO, and the Board of Directors.

Side by Side*North Bay Program Director***2021-2022**

Directed and managed the implementation of the operating and program plan to meet the short and long-term objectives of Side by Side programs in the North Bay. Was responsible for the overall planning, development, implementation, and maintenance of the operational program infrastructure for Side by Side's Community Counseling, TBS, and YouThrive Programs.

Side by Side*Program Director, Community Services Sonoma, Marin, and Napa Counties***2021-2022**

Provided the day-to-day program leadership and responsibility for quality and integrity of service delivery and client outcomes, financial accountability for program budget, hiring and supervision of program staff, contract oversight, and compliance with external and internal policies, practices, and procedures.

Side by Side*Program Manager for Community Counseling and Refocus Programs***2019-2021**

Provided program leadership and oversight for the quality and integrity of service delivery and client outcomes of the program, as well as interfacing with Sonoma County Probation Department and the Juvenile Court system.

Side by Side dba as Sunny Hills Services*Clinician for Outpatient Behavioral Services***2018-2019**

Office and School-based clinician through a Medi-Cal-funded mental health service. Provided early intervention and prevention services through once-weekly outpatient individual or group therapy.

Sunny Hills Services*Clinician for FASST Program***2017-2018**

Clinician in a Community-Based program designed to provide short-term support to severely emotionally disturbed youths in multiple settings (home, group home, school, day treatment, and other areas in the community) through an intensive and strength-based behavioral intervention program as well as provided crisis support.

Sunny Hills Services*Youth Specialist for PROJECT PRIDE***2013-2017**

Community-Based program designed to address the mental health needs of gang-impacted and gang-affiliated juvenile offenders and their families. Provided multifaceted rehab support to youth and families through ongoing evidence-based practices.

Quality Group Homes**2012-2013***Educational Specialist Manager, Residentially Based Services*

An evidence-based residential program in which the role consisted of managing and overseeing

Educational specialists for the program, providing school screenings and oversight of document gathering, as well as assessing risk factors clients may have related to their education, and working towards the program's mission.

Quality Group Homes

Facility Manager, Sparks House

2007-2012

Supervise, counsel, and support severely emotionally disturbed adolescents from culturally diverse backgrounds in a therapeutic residential treatment facility. Managed the day-to-day dealings of the group home as well as provided staff oversight.

RELATED TRAINING/ EXPERIENCE

CAMFT Certified Clinical Supervisor	2026
40-Hour Certified Mediation Training Program	2025
Eye Movement Desensitization & Reprocessing (EMDR)Trained	2023
Trauma Focused-Cognitive Behavioral Therapy (TF-CBT) Trained	2023
Association of Family and Conciliation Courts (AFCC) Court-Involved Therapy	2022
Teen Triple P Training Level 4	2016
Mental Health First Aid	2022
Applied Mindfulness	2014
Motivational Interviewing Training	2014
Depression Treatment Quality Improvement	2013
Crisis Prevention Intervention Certified Instructor	2012

LANGUAGES

Spanish-Native Language

AWARDS & ACHIEVEMENTS

Co-Founder & Program Leader, Raices Unidas initiative (2019–present)

Co-led the creation of raíces unidas, a culturally responsive initiative at Side by Side, serving Latinx Immigrant youth and families across Sonoma and Marin counties. The program provides bilingual, Bicultural mental health services, academic support, and social services to address the challenges of Acculturation. Through a holistic, family-centered approach, the initiative builds resilience and Empowers youth and families with the tools needed to thrive in their schools and communities.

Excellence in Innovation Award (2022)

Raíces Unidas was honored with the Excellence in Innovation Award at the 2022 Heart of Sonoma County awards, in recognition of its impactful and forward-thinking approach to supporting Immigrant youth and families.

Certificate of Special Congressional Recognition (2022)

Awarded for its outstanding dedication to developing innovative and effective strategies to address critical issues affecting youth in the Bay Area through the Raices Unida's program.

Program Leadership & Growth impact (2018–present)

Since stepping into leadership in 2018, significantly elevated the profile and impact of Side by Side's

Community Counseling program. Co-led the development of multiple successful grant proposals, resulting in over \$500,000 in funding over the last 8 years to expand and sustain program services.

Joint Commission Re-Accreditation Leadership (2025)

Led the successful re-credentialing process for Side by Side's Joint Commission accreditation, ensuring organizational alignment with The Joint Commission's standards of care and reinforcing a commitment to quality, compliance, and continuous improvement across programs.

Systems Transformation & Operational Excellence (2026)

Led critical components of the organization's transition to a new Electronic Health Record (EHR) system, ensuring smooth implementation and ongoing adoption across programs.

Promotion to Chief Program Officer (Effective July 1, 2026)

Appointed as Chief Program Officer, reflecting a strong track record of leadership, program innovation, and organizational impact.

OTHER ACCOMPLISHMENTS

Trained in Medi-Cal Progress Note writing

American Red Cross CPR/First Aid

Trained in The Joint Commission Standards and Practices