

Ms. Maria Teresa Rojas, Chair

Co-Sponsors:

Ms. Monica Colucci, Vice Chair
Mr. Roberto Alonso
Ms. Mary Blanco
Mr. Daniel Espino
Dr. Steve Gallon, III
Ms. Luisa Santos

REVISED
AT DAIS
BY
BOARD
ACTION

SUBJECT: REQUEST APPROVAL OF RESOLUTION NO. 25-004 OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA, RECOGNIZING JOSE “PEPE” DANS AND HEIDE DANS

COMMITTEE: PERSONNEL, STUDENT, SCHOOL, & COMMUNITY SUPPORT

LINK TO STRATEGIC PLAN: INFORMED, ENGAGED, & EMPOWERED STAKEHOLDERS

Jose “Pepe” Dans is a model of entrepreneurial spirit and cultural advocacy in the marketing industry. Born to Cuban parents in New Jersey and raised in Miami, Mr. Dans initial exposure to the media world began with selling advertisements during his high school years. His career, marked by a gradual climb through various renowned media outlets, characterizes his foresight and adaptability in a rapid growing industry. With decades of experience in advertising and experiential marketing, as well as media planning and contracting in both English and Spanish language markets, he invested most of his career development at Fox Television, USA Networks, Tribune Corporation, and Univision Radio, where he built faithful relationships throughout his tenure. In 2025, he channeled his expertise into founding WOW Factor, which converted into WOW MKTG, a full-service agency devoted to amplifying the voice of the Hispanic market and beyond.

Under Mr. Dans’ stewardship, WOW MKTG has expanded from a modest startup to a thriving multi-million dollar enterprise. His leadership style, which carefully selects a workforce for their skills and experience, has adopted a culture of creativity and collaboration. His enthusiasm for the Hispanic market emanates from his firm belief in the need for a deeper understanding of its unique characteristics to achieve genuine engagement. His advocacy for this often-underestimated demographic underscores his dedication to truthfulness and cultural distinction in marketing. Furthermore, his community engagement also includes serving on the Board of Directors of the Dolphins Cancer Challenge, Chapman Partnership for the Homeless, and Nicklaus Children’s Health System.

His wife, Heide Karina Dans, is a respected community advocate and co-founder of WOW MKTG, impacting her hometown of Miami through her dedicated philanthropy and leadership with a commitment to community service and excellence. Her passion for helping those in

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need shines through her extensive volunteer work with organizations like the Miami Children's Museum, Nicklaus Children's Hospital, and the American Cancer Society, just to name a few.

Through her work with WOW MKTG and numerous charitable organizations, Heide Dans has brightened the path of countless individuals and families in Miami. Her efforts demonstrate the spirit of giving back, underscoring the importance of community support and engagement in creating a more inclusive and compassionate society.

Mr. and Mrs. Dans realize that not everyone is fortunate enough to have a support system to help in times of trouble, understanding their purpose and lifetime commitment to helping displaced families and transforming lives. The Dans are champion supporters of the Chapman Partnership, an organization that provides services that includes food, housing, education, vocational skills, medical and dental attention, psychiatric counseling, and much more. It is part of their ambitious effort to get every family off the streets through their cradle-to-cradle programs and pathways to self-sufficiency.

The School Board of Miami-Dade County, Florida is honored to recognize Jose "Pepe Dans and Heide Dans outstanding work with WOW MKTG and through various charitable organizations, illuminating the path of countless individuals and families in Miami-Dade County.

**ACTION PROPOSED BY CHAIR
MS. MARIA TERESA ROJAS:**

That The School Board of Miami-Dade County, Florida, approve Resolution No. 25-004 of The School Board of Miami-Dade County, Florida, recognizing Jose "Pepe" Dans and Heide Dans outstanding work with WOW MKTG and through various charitable organizations, illuminating the path of countless individuals and families in Miami-Dade County.

**RESOLUTION NO. 25-004 OF THE SCHOOL BOARD OF MIAMI-DADE COUNTY,
FLORIDA, RECOGNIZING JOSE “PEPE” DANS AND HEIDE DANS**

WHEREAS, Jose “Pepe” Dans is a model of entrepreneurial spirit and cultural advocacy in the marketing industry. His passion for the Hispanic market emanates from his firm belief in the need for a deeper understanding of its unique characteristics to achieve genuine engagement;

WHEREAS, with decades of experience in advertising and experiential marketing, he invested most of his career development at Fox Television, USA Networks, Tribune Corporation, and Univision Radio, where he built faithful relationships throughout his tenure;

WHEREAS, in 2025, he channeled his expertise into founding WOW Factor, which converted into WOW MKTG, a full-service agency devoted to amplifying the voice of the Hispanic market and beyond;

WHEREAS, his community engagement also includes serving on the Board of Directors of the Dolphins Cancer Challenge, Chapman Partnership for the Homeless, and Nicklaus Children’s Health System;

WHEREAS, Heide Karina Dans, is a respected community advocate and co-founder of WOW MKTG, impacting her hometown of Miami through her dedicated philanthropy and leadership with a commitment to community service and excellence;

WHEREAS, her passion for helping those in need shines through her extensive volunteer work with organizations like the Miami Children’s Museum, Nicklaus Children’s Hospital, and the American Cancer Society, just to name a few;

WHEREAS, through her work with WOW MKTG and numerous charitable organizations, Heide Dans has brightened the path of countless individuals and families in Miami. Her efforts demonstrate the spirit of giving back, underscoring the importance of community support and engagement in creating a more inclusive and compassionate society; and

WHEREAS, the Dans are champion supporters of the Chapman Partnership, an organization that provides a number of services as part of their ambitious effort to get every family off the streets through their cradle-to-cradle programs and pathways to self-sufficiency.

NOW, THEREFORE, BE IT RESOLVED THAT:

The School Board of Miami-Dade County, Florida, approve Resolution NO. 25-004 of the School Board of Miami-Dade County, Florida, recognizing Jose “Pepe” Dans and Heide Dans.

A copy of this resolution is placed in the permanent records of this Board.

Presented this twelfth day of February, A. D. 2025

THE SCHOOL BOARD OF MIAMI-DADE COUNTY, FLORIDA

SCHOOL BOARD CHAIR

ATTEST:

SECRETARY