

SUMMARY OF QUALIFICATIONS

Dynamic bilingual goal oriented Project Manager/Analyst with over 13 years of experience in business development with customer-centered approach consulting and implementing in the areas of business planning, contracts & grants, budget management, performance, successful fundraising, and quality controls. Outstanding team leader with keen presentation, negotiation, and communication skills recognized throughout career for productivity, accountability, analytical decision making, and strong technical qualifications.

WORK EXPERIENCE

Senior Consultant, 02/06 – Present
Impacto International

Atlanta, GA
www.impacto-international.com

- Provide **consulting services to U.S. and foreign small businesses** by planning for growth (business plan, feasibility studies, market research), adding/adapting new products/services, acquiring debt (loan packaging), establishing alliances/teaming agreements, applying for vendor certifications to sell to large corporations and government agencies, and seeking investors.
- Provide **training** to entrepreneurs on **how to do business in the U.S.** particularly in **Georgia**, in partnership with Bilateral American Business Chambers (**AMCHAMs**) in **Ecuador, Bolivia, El Salvador, and Honduras**.
- Consulting, training, and technical assistance to **U.S. nonprofits, and international NGOs** focusing on microfinance, entrepreneurialship, and immigrant populations in the areas of: program design, strategic planning, fundraising plans, board and fund development, and project management methodologies.

ACCOMPLISHMENTS: Involvement with at least 30 projects ranging from development of technologies for phone text messaging marketing, electronic and waste recycling plants, real estate, industrial laundry services, and restaurants, to nonprofits developing fee based products and applying for federal matching grants for the first time.

Georgia Family Credit Union (GFCU), Project Leader, 09/06 – 2/09
IDEAS (Sponsor)

Atlanta, GA
www.GAFamilyDC.org

- Given ties to the Hispanic community, funding sources, and the media, I partnered with IDEAS (30-year old consulting firm to microfinance institutions worldwide) to **organize the 1st Community Development Latino Credit Union** in GA with the mission to use microfinance and microenterprise as tools to foster the economic development of unbanked multicultural communities.
- Used **effective communications** strategy involving diverse stakeholders as a key success aspect to enabling **synergies** and immediate **action steps after planning meetings**.
- Conducted **qualitative and quantitative research** and performed **excellent written and oral presentations** to create a **compelling case statement** for all stakeholders who believed in our mission and devoted resources to bring plans into fruition.

- Founded and **processed 501c3 tax exempt IRS letter** of nonprofit association companion to the Credit Union with the mission to provide financial education to unbanked Latinos, which from Jul.08 to Nov.08 delivered 50+ financial seminars to over 600 individuals.

ACCOMPLISHMENTS: Formed high profile Board of Directors and Advisory Board, developed the business plan, policies and procedures; obtained approval of federal insurance from National Credit Union Administration in record time of 15 months (versus 4-5 yrs); **raised \$2 million+** in combined cash and in kind grants/contributions; created a **support network built from nothing** to 40+ organizations signing letters of support, 20+ mentoring Credit Unions, tens of expert advisors around the U.S., and over a thousand local low-income individuals who signed in support of the creation of the new organization.

Administrator Latin America and the Caribbean (LAC), 09/06 – 12/07

Atlanta, GA

IDEAS

www.ideasnet.org

- Assisted IDEAS's (with offices in Philippines, Ethiopia, Nicaragua, Honduras and El Salvador and consulting engagements in 21 countries) in the reformulation of its **strategic plan** and **business model** (including franchise options) through identifying strengths and creating synergies across the organization's human capital of over 100 consultants across the world; **developing products and markets** to expand operations in LAC based on their **relationships with clients including CARE, Habitat for Humanity, FINCA International** and other **large international organizations** and Microfinance networks.
- Conducted extensive situational analysis with staff and Board members to create a multi-country fundraising and strategic plan 2007-2012
- Senior Consultant supporting multi-country strategic plans and product development for Habitat for Humanity, FINCA, and CARE.
- Responded to RFPs for various projects for poverty assessment tools and project management training with private foundations and government agencies.

ACCOMPLISHMENTS: Established reporting and virtual communication system equivalent to SharePoint with all regional offices including the creation of project pipelines, contract status and spending reports; and implementation of strategic plan focused on increased sales for which I established internship programs, performance based payments and an ownership sharing model to encourage associate consultants to further engage to the organization's strategic growth plans.

Project Manager/Program Director, 06/04 - 02/06

Atlanta, GA

SBA Women's Business Center at The Edge Connection

www.theedgeconnection.com

- **Designed, monitored, evaluated, and administered programs, created client-in-take, and data collection processes and internal policies and procedures.**
- Devoted 25% of time to provide **direct services** including **business training and consulting on loan packaging and procurement**, in English and Spanish to over 40 clients/90 hrs. a month.
- Shared responsibilities with the Exec. Director including **supervision of program staff, volunteers**, recruitment of advisory board members, **grant writing** for federal and private sources, and **donor cultivation**.

ACCOMPLISHMENTS: In less than 2 yrs, **exceeded programmatic deliverables** and positioned my program as the **2nd best in the nation**, beating out other 104 centers as old as 15 years in under this federal grant due to excellent communications strategy and donor relationships which enabled "The Edge" to remain a candidate for \$300K/year for a 5-year performance based program. Also, achieved to reach **diverse populations** with a **partnership-building** strategy that increased clients served by 300%. Outcomes from consulting services include winning business plan competitions with 6 clients and successful loan packages adding up to \$4M in capital for minority owned microenterprises.

Project Manager/Program Director, 09/02 – 06/04
SBA Atlanta Women's Business Center (AWBC)

Atlanta, GA
www.graspnet.org

My duties were the same as in The Edge Connection Project but I devoted 50% of my time providing **direct services** also including **business-plan writing**, attending 80+ clients a month. Leveraged around \$5M in capital thru same mechanisms, for same type of population.

Project Manager/Program Director, 12/01 – 02/03
Refugee Women's Network, Inc. (RWN)

Atlanta, GA
www.riwn.org

- Created the **Hispanic Micro Enterprise Program** including the curriculum and training materials.
- Developed the organizational **PR strategy**, grant writing, and donor relationship processes.
- Provided business information to over 400 aspiring immigrant entrepreneurs in Georgia and 8 other states through phone conferences, radio and on-line forums.

ACCOMPLISHMENTS: My **partnerships and strategic alliances** exposed RWN for the 1st time with local organizations related to micro enterprise, refugees, and immigrants. Also **upgraded** monitoring, evaluation, and case management processes thru standardization and training to coworkers. 25 out of my 34 women trainees started or expanded their own businesses during and after 5 months of the intervention. Raised \$100K in grants while my task was to raise \$25K from one source.

Project Manager, 03/98 – 11/00
CARE Ecuador, Economic Development Unit

Ecuador
www.care.org

- Created **Marketing Strategic Plans** to secure the sustainability of **rural microenterprises** including **reformulation** of their **production and operational processes** and the creation of a **commercial support system** for their products by forming synergies with international fair trade networks supporting international aid programs.
- Utilized an **empowerment approach** through **training** to beneficiaries and their commercial partners in marketing, social responsibility, and leadership.
- Grant Management and reporting to federal and multilateral donors including USAID, PL480, GTZ, Spaniard and Italian Cooperation Agencies and Individual Donors
- Hired, supervised and authorized payments to consultants and field practitioners

ACCOMPLISHMENTS: My projects found a local market niche and learned management skills to survive in a competitive market without external subsidies although I had little resources (remaining \$25K), time, and initial skepticism from participants. I also received a surprise gift of \$25K from an individual donor as a result of 5 minute presentation and continued 3-yr support to replicate the model although I was hired to close this formerly low performing program where \$400K had been spent without results.

Marketing Director, 03/97 – 03/98
Andipapel Ecuador (Kimberly Clark Dealer)

Ecuador
www.kimberly-clark.com

- Designing and executed **marketing strategies** for fine and regular printing paper, office paper, and specialized equipment for Ecuador's 3 regional market segments.
- Organized **tradeshows**, created the **telemarketing department**, provided **sales training**, supported and **supervised 45 sales representatives**, and managed a client's portfolio of over one thousand customers nationwide.

ACCOMPLISHMENTS: Increased average per product sales by 300% including selling a product that had

been stored for 2 years and generated the company \$1M in 2 years once I implemented new sales strategies. Increased product awareness from zero to 70% of the client's portfolio in 8 months.

Sales & Leasing Department Unit Manager, 12/95 – 02/97

Commercial Coordinator, 11/94 – 12/95

Agency "La Coruña" (The largest real state agency of Quito)

Ecuador

www.lacoruna.com.ec

EDUCATION

Georgia State University: Master in Public Administration Program, Concentration Nonprofit Management, GPA 3.42, 36 approved semester hours, 2006.

Catholic University of Ecuador (Jesuits University): Master in Business Administration/100% Concentration Marketing, GPA 3.3, 48 semester hours, 2000; and **Bachelor in Business Administration/**Concentration Accounting, GPA 3.4, 206 semester hours (12% law subjects, 21% finance, 29% accounting & economics, 22% HR, 16% Marketing+others), 1997

Seminars, Certifications, Training and Courses:

- Procurement Officer Training Certificate awarded by Government Business Consultants, 2009
- 2-year Credit Union Manager's Training, a program by The National Federation of Community Development Credit Unions, CUNA, and New Hampshire University, 2007-2008.
- Training for Trainers "Poverty Assessment Tools", IDEAS, 2007
- Business Planning Trainer Certificate from Nx Level™ and Kauffman Foundation, 2004-2006.
- Training for Trainers "Leadership for Refugee and Immigrant Women", by RWN, 2001 and 2002.
- Micro Finance and Microenterprise Innovations, sponsored by IADB, Quito – Ecuador, 2006

Computer Knowledge

Expert: Word, Excel, Power Point, Access, Publisher, Internet Explorer, MS Outlook, Outlook Express, MS Project. Intermediate: Corel Draw, File Maker, Adobe Acrobat, MS Front Page.

Honors and Memberships

2001-2008

- 2008's Bank of America's "**Local Hero**" award awarded to 3 exemplary Georgia citizens every year
- National Credit Union Administration office of Small Credit Union's Initiatives, **Advisor**.
- Georgia Latino Forum, current **Board Member**.
- Global Atlanta Works Steering Committee, Atlanta Regional Commission, **Advisor**.
- Economic Development Committee, Georgia Hispanic Chamber of Commerce, **Member**.
- Ecuadorian American Chamber of Commerce, **Founding Member**.
- Georgia Resource Capital, Inc, nonprofit financial corporation, **Board Member**.
- Small Business Administration (SBA), Latino Task Force for the south-east states, **Member**.
- **Plaque** for the "Contribution to the Success of Refugee Women Project", awarded by RWN.
- **Expert Panelist** for the "US expert entrepreneurial education & training Roundtable", 2003
- Featured in several articles in various newspapers including the Atlanta Journal Constitution, Atlanta Business Chronicle, Marietta Journal, *Mundo Hispanico*, *La Vision de Georgia*, *Atlanta Latino*, *La Voz del Pueblo*, Credit Union Times; Newsletters: Georgia State University MPA, The Atlanta Regional Commission and Credit Union National Association, etc.

Languages

Spanish (Native), English (Fluent)