

# Alejandro H. Silva Díaz

## EDUCATION

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Master of Social Entrepreneurship, Certificate in Managerial Coaching  
*Hult International Business School*, London, UK. Diploma, Aug 2013; Certificate July, 2017

B.A. Independent Major (Cognitive Media Technologies)  
Specializations: Cognitive Science, Information Science  
*Cornell University*, College of Arts and Sciences, Ithaca, NY Diploma, January, 2011

Entrepreneurship Development Certification  
*University of Puerto Rico*, Business School, Río Piedras, PR Certificate, May 2012

Global Social Impact House Fellow January, 2019  
*University of Pennsylvania*, Center for Social Impact Strategy, Punta Gorda, Belize

## EXPERIENCE

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*Integro Foundation, San Juan, PR*  
**Operations Director** Sep 2021-Present

- In charge of daily operations while redesigning the strategic focus of the organization.

*Mentes Puertorriqueñas en Acción (Puerto Rican Minds in Action), San Juan, PR*  
**Executive Director** Jan 2016-Dec 2021

- In charge of managing day to day operations, assigning and supervising team roles, building corporate and donor relationships, overseeing strategic plan implementation and ensuring organization's financial and social sustainability.
- Lead and manage the programmatic transition in using civic engagement as a disaster response strategy after Hurricane María to recruit 543 citizens to engage in response projects over the course of one year.
- Design and implement hybrid social enterprise model to attain organization's fiscal sustainability.
- In charge of materializing partnerships, agreements and collaborations with the third-sector and the press, recruitment and recurrence of internship providers, and designing collaborations with academia.
- In charge of public and government relations, including writing for the press, appearance in interviews, speaking in forums and meetings with public officials.

**Board Member, President** Sep 2010–Nov2015

- Led the execution of a strategic plan to achieve sustainability through 3 programs and 2 initiatives, as well as operations and fundraising
- Coordination of monthly board meetings with members spread around 3 countries.
- Implemented fundraising strategy to pay off operational debt. Also in charge of managing team of 15 volunteers in the execution of the Programs.

**Internship & Civic Engagement Program Director** Aug 2011-Aug 2012

- Led team on the design and implementation of PARACa 2012, including overseeing coordination of 10 modules, internship placement for 25 students and completion of student projects.
- Led recruitment process to receive 112 applications for 30 spots, including social, economic, and geographic diversity in applicants' profiles.
- Standardized application evaluation scoring system, and integrated interviewing process. Accomplished record-high media recognition in 3 written press articles, 3 radio programs, and 2 television appearances.
- Managed team in negotiation of 3 free venues for Program, restructuring of curriculum to include more relevant material, integration of participants into event coordination.

*Vitrina Solidaria, San Juan, PR*  
**Project Manager** Jan 2015-May 2020

- Provided direction, technical support, business strategy and coordinate business development curriculum for 51 micro-enterprises and new community-led ventures in the El Yunque Forest region.

- Co-designed and coordinated approval process for historic agreement with the National Forest Service to provide business technical support to small businesses in the 9 municipalities bordering the El Yunque National Forest.
- Designed and instructed workshops on leadership and business startups including: the Business Model Canvas, Lean Startup Methodology, Leadership theory, Problem Solving & Conflict Mediation.

Net Hope, San Juan, PR

**Citizen Reporter for Information as Aid Program.**

Feb 2018-Jun 2018

- In charge of reporting information from and to the local NGO sector that helps in the recuperation stages after Hurricane María.
- Summarize and digest content in understandable format for citizens, producing 49 social media posts and 5 videos for Information as aid's social media site.

Grupo Guayacán, San Juan, PR

**Program Associate**

Oct 2013-Dec 2014

- Managed the one-year support program for winners of the EnterPRize Business Building Competition, aiding 11 companies in the advancement of their startups.
- Coordinated 12 workshops for the EnterPRize Support Service.
- Supported the execution of EnterPRize advancing the implementation of over 50 startups.
- Coordinated the 2014 EnterPRize Awards Ceremony.

Estudios Técnicos Inc., San Juan, PR

**Consulting Research Assistant**

Mar 2011-Aug 2011

- Conducted demographic data research, analyzed statistical data, constructed tables and databases, wrote, translated, and edited feasibility studies and business plans, analyzed macro-economic data.
- In charge of consultancy project for a convention center for the Salinas municipality.

Roots of Hope- Cornell Cuba Conference, Ithaca, NY, USA

**Panel Coordinator**

Dec 2009-Apr 2010

- Identified and coordinated participation and travel arrangements of 12 speakers for 4 panels and 6 concurrent workshops at the 7<sup>th</sup> annual conference.
- Moderated Information Technology panel.

**HONORS, RECOGNITIONS & MEMBERSHIPS** \_\_\_\_\_

- 2014: Member of Governor's Multisectoral Committee "Puerto Rico se Transforma: Mesa de Acción para la Competitividad y el Crecimiento", Office of the Governor's Secretary
- 2015-2017; 2020-2022: Hult Alumni Committee, Hult International Business School
- January, 2019: Global Social Impact House Fellowship, University of Pennsylvania's Center for Social Impact Strategy
- 2019-2020: Líderes Fellowship, Hispanics in Philanthropy

**CAPABILITIES & SKILLS** \_\_\_\_\_

- Languages: Fluent in Spanish and English; Advanced in Portuguese.
- Skills: Business model design, lean project management, public speaking, event planning, web design; PROACT problem solving methodology.
- Computer skills: Quickbooks Online Advanced, Wave Accounting, Adobe Photoshop, Microsoft Office, Google Drive, Wix, Canva, Basic HTML, CSS, PHP, Basic VBA.