

PROFESSIONAL PROFILE

Multidisciplinary cultural leader with over 25 years of progressive experience in arts administration, higher education, community engagement, communications, and the nonprofit sector. Proven success in guiding complex organizations through strategic transformation, fundraising, program innovation, and community partnerships. Recognized for connecting the arts and humanities to civic life through inclusive, equity-focused leadership. Skills include strategic planning, fundraising and donor relations, board management, cultural policy, creative placemaking, academic leadership, and multimedia storytelling. Bilingual (Spanish/English) with strong cross-cultural fluency and a track record of institutional development in both Puerto Rico and Chicago.

SKILLS & ABILITIES

Strategic Leadership | Fundraising & Development | Budget & Resource Management | Organizational Growth | Board Governance | Cultural Programming | Cross-Sector Partnerships | Diversity, Equity & Inclusion | Higher Education Leadership | Public Humanities | Arts-Based Community Development | Change Management | Arts Management | Accessibility

PROFESSIONAL EXPERIENCE

ARTS + PUBLIC LIFE AT THE UNIVERSITY OF CHICAGO | CHICAGO

2020- present | *Deputy Director*

- Senior leader at a flagship arts and community organization within UChicago Arts, part of the Division of Arts and Humanities, focused on advancing social impact through the arts and creative practice.
- Oversee strategic planning, fundraising, operations, budgeting, and staff management.
- Co-led organizational restructuring, a multi-year strategic plan, and funding commitments exceeding \$4 million, including \$2.6 million from the University's Board of Trustees for a new public arts lawn.
- Expanded APL's footprint to four venues and achieved consecutive balanced fiscal years.
- Strengthened community partnerships with artists, civic leaders, students, scholars, and cultural organizations on Chicago's South Side through principles of radical hospitality and cultural stewardship.
- Work with university leadership, the Dean of the Division of Arts and Humanities, and external funders and partners to align APL's mission with institutional priorities and community needs.

UNIVERSIDAD DEL SAGRADO CORAZÓN (SAGRADO CORAZÓN UNIVERSITY) | SAN JUAN

2019-20 | *Vice Provost & Associate Vice President of Academic Affairs*

- Provided executive leadership for academic affairs, overseeing four academic units, faculty governance, and a \$15 million combined budget.
- Supported institutional planning, policy implementation, and relations with the Board of Trustees during periods of major curricular reform and crisis recovery (earthquakes and pandemic).
- Strengthened academic operations, compliance, and budgeting systems.

2017-19 | *Director & Associate Professor* | **Interdisciplinary Faculty of Humanistic and Social Studies**

- Managed over 20 academic programs and supervised more than 100 faculty and staff.
- Responsible for yearly budget planning, strategic implementation, curricular updates, and compliance with institutional, state, and federal academic policies.
- Led academic and operational continuity after Hurricane María.

2016-18 | *Project Manager* | Nuestro Barrio: Distrito Cultural de Santurce (Our Barrio: Santurce Cultural District)

- Co-led Puerto Rico's first NEA-funded creative placemaking project, connecting artists, scholars, students, residents, and businesses across a district with over 100 cultural assets.
- Managed grant commitments and budget, including staffing and vendor relationships.
- Coordinated all research, programmatic, and outreach efforts with institutional partners, faculty, students, neighbors, community leaders, artists, and creative entrepreneurs.

2006-08 | *Adjunct Professor* | Department of Communications

- Teach courses in communications theory, research methods, and the history of communications.
- Mentor students, offer academic advice, complete learning assessment processes, and perform administrative tasks related to teaching.
- Comply with institutional, state, and federal academic policies.

UNIVERSIDAD ANA G. MÉNDEZ (ANA G. MÉNDEZ UNIVERSITY) | SAN JUAN

2010-17 | *Assistant Professor* | Department of Communications

- Teach courses in communications theory, research methods, public relations, media management, public speaking, and the history of communications.
- Mentor student projects, offer academic advice, conduct learning assessments, and handle administrative tasks related to teaching.
- Produce and host *Pulso Metropolitano (Metropolitan Pulse)* web radio show and serve on the advisory board for *Cruce (Crossing)* digital cultural magazine.

2008-13 | *Associate Dean* | Department of Communications

- Co-developed a marketing and engagement strategy that doubled student enrollment in two years.
- Led the completion of a capital project to develop state-of-the-art lab facilities for communications students.
- Managed a curricular reform that included three new undergraduate programs, their internal approvals, and licensing.
- Managed the daily operations of undergraduate programs and supervised and assessed faculty members and administrative staff.

MUSEO DE ARTE DE PONCE (PONCE ART MUSEUM) | SAN JUAN & PONCE

2007-08 | *Public Relations & Marketing Officer*

- Developed and implemented marketing strategies for exhibitions, public programs, memberships, and annual gala events.
- Supported capital campaign and donor engagement efforts.
- Handled copywriting and served as the press liaison for all public communications involving the Executive Director, Curator, and the museum's leadership.

MUNICIPIO AUTÓNOMO DE CAGUAS (AUTONOMOUS MUNICIPALITY OF CAGUAS) | CAGUAS

2006-07 | *Press Officer & Communications Advisor to the Mayor*

- Develop and implement communication strategies and serve as the main press liaison for the former Mayor, William Miranda Marín (RIP), and all municipal departments.
- Oversee the budget for videographers, photographers, and film editors hired by the Communications Office.
- Assist the City's Communications Manager in supervising staff and managing contractors.

**COLEGIO DE ARQUITECTOS Y ARQUITECTOS PAISAJISTAS DE PUERTO RICO
(PUERTO RICO COLLEGE OF ARCHITECTS AND LANDSCAPE ARCHITECTS) | SAN JUAN**

2005-07 | *Co-editor* | **ENTORNO Magazine**

- Support the production of each magazine issue by researching and writing interviews, articles, and news.
- Oversee writers, photographers, and sales staff.
- Edit and proofread each edition of the magazine.
- Coordinate presentations and obtain approvals for every issue from the editorial committee of the Board of Directors.

COMUNICADORA NEXVS (NEXVS COMMUNICATIONS) | SAN JUAN

2003-05 | *Copywriter*

- Create public relations content, including press releases, booklets, public remarks, and scripts.
- Provide ghostwriting for media articles.
- Develop advertising materials for press, radio, television, and more.
- Conduct research and assist in advertising campaigns and public relations strategies.

FOOD AND BEVERAGE INDUSTRY | SAN JUAN

1995-2003 | *Various positions*

- Handled various food and beverage service duties at several restaurants, including OOF Inc. Restaurants (2001–2003), Max’s Grill (2000–2001), Outback Steakhouse (1998–2000), and Pizzeria UNO (1995–1998).

SELECTED PROJECTS & CONSULTING EXPERIENCE

NATIONAL ENDOWMENT FOR THE ARTS | WASHINGTON, DC

2020 | *Reviewer* | Our Town Grant Review Panel

FUNDACIÓN ÁNGEL RAMOS (ÁNGEL RAMOS FOUNDATION) | SAN JUAN

2016-18 | *Social Entrepreneurship Mentor* | Social Entrepreneurship Program for Non-Profit Organizations

RECINTO DE CIENCIAS MÉDICAS – UNIVERSIDAD DE PUERTO RICO (MEDICAL SCIENCES CAMPUS – UNIVERSITY OF PUERTO RICO) | SAN JUAN

2015-17 | *Project Manager* | *Cumplo con ellos (I comply with them)* alcohol abuse prevention campaign, sponsored by the Strategic Prevention Framework State Incentive Grant

FUNDACIÓN CHANA Y SAMUEL LEVIS (CHANA AND SAMUEL LEVIS FOUNDATION)

2013-16 | *Project Manager* | *Aquí están los datos (Here are the facts)* alcohol abuse prevention campaign, sponsored by the Strategic Prevention Framework State Incentive Grant

INVERSIÓN CULTURAL, INC. (CULTURAL INVESTMENT, INC.) | SAN JUAN

2014-17 | *Advisor and Creative Entrepreneurship Mentor* | *El Nido (The Nest)* Arts Incubator Program

CANICA FILMS | SAN JUAN

2012-present | *Co-president & Film Producer*

- *Music Producer and Scoring* | *Mujeres Latinas en Acción: A story 50 years in the making* | documentary written and directed by Glorimar Marrero Sánchez (October 2024)

- *Associate Producer* | *La Pecera* (feature film) | written and directed by Glorimar Marrero Sánchez | First Puerto Rican fiction movie to premiere at the Sundance Film Festival and nominated for the Goya Awards (January 2023)
- *Producer* | *Revuelo en la Roosevelt* (video artwork) | directed by Glorimar Marrero Sánchez
- *Executive Producer* | *Biopsia* (short film) | written and directed by Glorimar Marrero Sánchez | 2016 Best Director Prize Festival de Cine Europeo (European Film Festival)
- *Producer* | *Cumplo con ellos* (short, commissioned documentary) | directed by Marcos Zurinaga
- *Associate Producer* | *Amarillo* (short film) | written by Glorimar Marrero Sánchez & directed by Joel Pérez
- *Associate Producer* | *Tokío* (short film) | written by Glorimar Marrero Sánchez & directed by Joel Pérez

FUNDACIÓN PUERTORRIQUEÑA DE LAS HUMANIDADES (PUERTO RICO HUMANITIES) | SAN JUAN

2011 | *Researcher & Copywriter* | *Enciclopedia de Puerto Rico (Puerto Rico Encyclopedia)*

INSTITUTO DE CULTURA PUERTORRIQUEÑA (INSTITUTE OF PUERTO RICAN CULTURE) | SAN JUAN

2009-11 | *Proposals Evaluator* | Apoyo a las Artes (Arts Support Program), sponsored by NEA

FIDEICOMISO DE CONSERVACIÓN DE PUERTO RICO (P.R. CONSERVATION TRUST) | SAN JUAN

2008 | *Editor* | 12 research papers about Hacienda La Esperanza natural reserve

EDITORIAL SANTA ANA (SANTA ANA EDITORS) | SAN JUAN

2007 | *Researcher & Copywriter* | Six chapters for *Español 10 (Spanish 10)* textbook

CIRCA PUERTO RICO INTERNATIONAL CONTEMPORARY ART FAIR | BAYAMÓN

2006-10 | *Communications Advisor & Copywriter* |

ADMINISTRACIÓN DE SERVICIOS DE SALUD MENTAL Y CONTRA LA ADICCIÓN (ANTI-ADDICTION AND MENTAL HEALTH SERVICES ADMINISTRATION) | SAN JUAN

2003-18 | *Copywriter & Youth Media Trainer* | Violence and substance abuse prevention advocacy

BOARD & GOVERNANCE LEADERSHIP

UNIVERSIDAD DEL SAGRADO CORAZÓN (SAGRADO CORAZÓN UNIVERSITY) | SAN JUAN

2025-present | *Member of the Advisory Council for the School of Arts, Design, and Creative Industries*

FUNDACIÓN PUERTORRIQUEÑA DE LAS HUMANIDADES (PUERTO RICO HUMANITIES) | SAN JUAN

2024-present | *Member of the Board of Directors*

SEGUNDO RUIZ BELVIS CULTURAL CENTER | CHICAGO

2023-present | *Interim President and Member of the Board of Directors*

ELEVATED CHICAGO | CHICAGO

2023-present | *Member of the Steering Committee*

CENAIKE (SERVICES FOR CANCER PATIENTS AND CAREGIVERS) | SAN JUAN

2020- present | *Member of the Board of Directors*

RUTA CRÍTICA (CRITICAL ROUTE, FILM PROJECTS INCUBATOR) | SAN JUAN

2020-24 | *Vice-president of the Board of Directors*

SOCIEDAD PSICOANALÍTICA DE PUERTO RICO (PUERTO RICO PSYCHOANALYTIC SOCIETY) | SAN JUAN

2016-20 | *Member of the Board of Directors*

CINEFIESTA, PUERTO RICO INTERNATIONAL SHORT FILM FESTIVAL | CAGUAS

2013-15 | *Member of the Board of Directors + Festival Coordinator*

PUERTO RICO FILM INDUSTRY CLUSTER | SAN JUAN

2012-13 | *Member of the Board of Directors*

PUERTO RICO ASSOCIATION OF ACADEMIC COMMUNICATIONS PROGRAMS | SAN JUAN

2012-13 | *President of the Board of Directors*

EDUCATION

UNIVERSITY OF CHICAGO | CHICAGO

2021-2022 | *Certification* | Executive Program for Emerging Leaders, Business Administration and Management

GROUPE INTERDISCIPLINAIRE FREUDIEN DES RECHERCHES ET D'INTERVENTIONS CLINIQUES (FREUDIAN INTERDISCIPLINARY GROUP FOR RESEARCH AND CLINICAL INTERVENTIONS) | QUÉBEC

2018- present (in progress) | *Psychoanalytic Training*

UNIVERSIDAD ANTONIO DE NEBRIJA (ANTONIO DE NEBRIJA UNIVERSITY) | MADRID

2011-2016 | *Doctoral Degree in Business Administration* | Major in International Business Administration

UNIVERSIDAD AUTÓNOMA METROPOLITANA (METROPOLITAN AUTONOMOUS UNIVERSITY) | ITZAPALAPA

2010-2011 | *Postgraduate Degree in Cultural Policies and Cultural Management* | Major in Cultural Entrepreneurship and Municipal and Regional Cultural Projects

UNIVERSIDAD DEL SAGRADO CORAZÓN (SAGRADO CORAZÓN UNIVERSITY) | SAN JUAN

2003-2005 | *Master's Degree in Communications* | Major in Contemporary Culture and Media

UNIVERSIDAD DE PUERTO RICO (UNIVERSITY OF PUERTO RICO) | SAN JUAN

1995-2001 | *Bachelor of Arts Degree* | Major in Comparative Literature

PUBLICATIONS

BOOKS

2011 | *Las mecánicas del pájaro: ver y audiover el cine de Alfred Hitchcock (The mechanics of the bird: vision and audiovision in Alfred Hitchcock's cinema)*. Ediciones del Signo, Buenos Aires.

ESSAYS IN BOOKS

2009 | “A Man Lives Here: Reggaetón’s Hypermasculine Resident” in *Reggaeton*, ed. Raquel Rivera, Deborah Pacini, and Wayne Marshall. Duke University Press, Durham.

2007 | Co-author of “Tratado de estética escrito en la parte trasera del Greenhouse” (“Aesthetic treatise written on the back of the Greenhouse”) in *La cultura material del deseo (The material culture of desire)*, ed. Félix Jiménez and María Teresa Martínez. Ediciones Vértigo, San Juan.

POEMS IN BOOKS

2024 | “Selva” (“Jungle”) and “Ríos Hondos” (“Deep Rivers”) in *Caracoleando: Poemas Naturales (Caracoleando: Natural Poems)*. Editorial Contratiempo, Chicago.

A list of over 50 newspaper and magazine publications covering art, culture, cultural policies, music, film, and related topics is available upon request.