

ALFREDO NIEVES – MORENO, PH.D. (he, él)

PROFESSIONAL PROFILE

Results-oriented multidisciplinary professional with 25-plus years of progressive professional history and solid leadership, management, and creative and academic production experiences. Professional history includes the nonprofit sector, arts administration, higher education, community engagement, government, special projects, business mentorship, communications, filmmaking, and other ventures.

SKILLS & ABILITIES

Strategic thinking | Fundraising and development | Organizational know-how | Board management | Community engagement | Hands-on, collaborative, and diversity-oriented leadership | Research, results, and compliance-focused management | Budget planning and management | Grants management | Institutional commitment | Punctuality, accountability, and ability to meet deadlines | Effective communication skills | Teaching at higher education level | Mentoring and teamwork development | Ability to mediate conflicts | Curricular and educational material design experience | Bilingual: Spanish (native language) + English (proficient) | Basic proficiency in Italian | Computer proficiency | Change management

PROFESSIONAL HISTORY

ARTS + PUBLIC LIFE AT THE UNIVERSITY OF CHICAGO | CHICAGO

2020- present | *Deputy Director*

- Responsible for providing day-to-day senior leadership, including staff management, developing and implementing APL's strategic plan, fundraising, and budget/resource planning.
- Lead the APL team in managing public programs and capital development projects.
- Serve as a liaison to the university's academic departments and administrative units and act as a key driver of APL partnerships with colleagues and the community.

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

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

- Assist the Executive Vice President of Academic Affairs to ensure excellence in undergraduate and graduate programs.
- Oversee four academic departments and other service units—primary liaison between the academic departments and the university's Board of Trustees.
- Lead budget planning and create management systems to improve processes and support strategic implementation.

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

- Provide day-to-day management for undergraduate and graduate programs and teach creative entrepreneurship courses.
- Supervise and evaluate faculty members and administrative staff.
- Responsible for yearly budget planning, strategic implementation, curricular updates, and compliance with institutional, state, and federal academic policies.

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

- Support grant writing for the first creative placemaking initiative in Puerto Rico, sponsored by the National Endowment for the Arts and the Economic Development Administration.
- Provide general grant and budget management, including staff hires and vendor relationships.
- Coordinate all research, programmatic, and outreach activities with institutional partners, neighbors, community leaders, artists, and creative entrepreneurs.

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

- Teach courses in communications theory, research methods, and 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 history of communications.
- Mentor student projects, offer academic advice, complete learning assessment processes, and perform administrative tasks related to teaching.
- Comply with institutional, state, and federal academic policies.
- Produce and host *Pulso Metropolitano (Metropolitan Pulse)* web radio show. Member of the advisory board for Revista Cultural *Cruce* (Cruce digital Cultural Magazine).

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

- Provide day-to-day management for undergraduate programs.
- Supervise and evaluate faculty members and administrative staff.
- Responsible for yearly budget planning, strategic implementation, curricular updates, and compliance with institutional, state, and federal academic policies.

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

2007-08 | *Public Relations & Marketing Officer*

- Develop and implement marketing, advertising, and public relations strategies and tactics for institutional exhibitions, public programs, and special projects.
- Support yearly gala and fundraising initiatives, including the capital campaign.
- Prepare the annual budget for the Department of Communications and manage contractors.

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

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

- Design and implement communication strategies for the former Mayor, William Miranda Marín (RIP), and all municipal departments.
- Manage 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 concept development of each magazine edition, research, and writing for interviews, articles, and news.
- Supervise writers, photographers, and sales staff.
- Edit and proofread each volume of the magazine.

COMUNICADORA NEXVS (NEXVS COMMUNICATIONS) | SAN JUAN

2003-05 | *Copywriter*

- Write public relations materials (press releases, booklets, public remarks, scripts, etc.).
- Ghostwriting for media articles.
- Write advertising material (press, radio, television, etc.).
- Research and support in advertising campaigns and public relations strategies.

FOOD AND BEVERAGE INDUSTRY | SAN JUAN

2003 | *Various positions*

- Diverse responsibilities related to food and beverage service at multiple restaurants, including OOF Inc. Restaurants (2001 – 2003), Max's Grill (2000-2001), Outback Steakhouse (1998-2000), and Pizzeria UNO (1995-1998).

ACADEMIC HISTORY

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 50+ newspaper and magazine publications on art, culture, cultural policies, music, film, and other related topics is available upon request.

PROJECTS AND COMPLEMENTARY PROFESSIONAL EXPERIENCES (SELECTION)

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

VOLUNTARY ORGANIZATIONAL GOVERNANCE EXPERIENCE

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 | *Member of the Board of Directors*

CENAIKE / RESPIRO EN RED (SERVICES FOR CANCER PATIENTS AND CAREGIVERS) | SAN JUAN

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

RUTA CRÍTICA (FILM PROJECTS INCUBATOR) | SAN JUAN

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

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*