

# LEILA MARCANO - NIEVES

CONFIDENTIAL EXECUTIVE RESUME



LEILA MARCANO

## INNOVATION STRATEGIST & INTERNATIONAL SPEAKER

• Innovative Strategies • People Intelligence • Competitive Analysis • Forecasting Marketplace Trends • Revenue Growth • Decision Making Direction • Market Analysis & Assessment • Strategizing Client Needs • Demand Forecasting • Market Intelligence • Network Strategizing • Product Analysis & Development • Radio Moderator • Conference & Workshop Speaker | Facilitator • Academic Professor • Women Entrepreneur & Leadership Advocate

★ **Excellence in Marketing Award** - Alternative Media Category - Sales & Marketing Association

*For the development of marketing programs using new and existing media in ways that have effectively reached consumers and enhanced brand image.*

★ **Governor's Award** – La Juventud Puertorriqueña:

*Third party nomination based on active community involvement with special communities and non-profit organizations.*



[lmarcanon@gmail.com](mailto:lmarcanon@gmail.com)



Caguas, PR



+787-243-7807

## EXECUTIVE SUMMARY

Experienced and resourceful Business Executive with a solid track record of developing and implementing growth opportunities in existing and new markets. Extraordinary results in creating long-term value for the organization. Action-driven leader who understands how to leverage and capitalize on business trends and opportunities. Customer-obsessed and ready to solve changing needs of clients in evolving markets and industries. Excellent negotiator and closer at Executive Management & C-Levels.

## ENTREPRENEURIAL EXPERIENCE

LEILA MARCANO CONSULTING San Juan, PR

2015 - Present

*Private consulting practice focused in providing marketing, management, innovation, economic development and growth strategies.*

Innovation Strategist

Plan, direct, orchestrate and facilitate innovative initiatives for a wide range client portfolio (PyMes, health, food & beverage, chemical manufacturing, distribution, technology, retail, consumer based, wellness, education, communications family owned businesses and non-profit organizations). Establish processes that focus on creating better solutions, along with social responsibility outcomes with a wider view and understanding of the issue.

- Collaborate with investors, partners, government, communities, institutions and other key players in building business models that has a positive impact.
- Provide services in product launching, internal\external marketing, secession planning, product development, marketing campaigns and innovation strategies. Collaborate in areas of business expansions, growth, development and sustainability. Develop learning and development programs and facilitate trainings, workshops and seminars. Design and establish volunteer and donation programs. Integrate NeuroMarketing aspects into strategic plans and design business models and canvas.

## ACADEMIC EXPERIENCE

ANA G. MENDEZ UNIVERSITY San Juan & Gurabo, PR

2016 - Present

*Ana G. Mendez University is the leading private university in Puerto Rico with a wide range of educational services. Programa Ahora is aimed at the professional adult who is interested in professional-educational improvement in an accelerated program that can be balanced with workalike challenges. Provide courses for graduate and undergraduate students.*

Business Administration Professor (Masters Degree Program & Bachelors Degree Program)

Professor for undergraduate students in various courses to include: Consumer Behavior, e-Marketing, International Business and e-Commerce, International Marketing, Marketing Integration & Communication, Strategic Marketing Management, Marketing Research, Sales Management and Marketing 101.

- Formulate and teach from a daily creative lesson plan from which lecture notes are devised to provoke critical thinking, accelerated learning and active engagement.
- Develop evaluative measures to determine the student's level of comprehension and conceptualization, usually through scheduled periodic exams, mid-term, and finals.
- Integrate electronic tools, social media and other technology to enhance, expand and maximize student's learning experience.
- Read current periodicals and literature to keep abreast and apprised of developments in the field.
- Contribute to scholastic and academic journals, write textbooks, and create electronic media resources.
- Attend or present at conferences and seminars related to marketing, economic development, leadership and sales.

SACRED HEART UNIVERSITY San Juan, PR

2012 - Present

Business Administration Professor (Bachelors Degree Program)



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## PROFESSIONAL EXPERIENCE

TRINEXUS San Juan, PR

2013 - 2015

*IT solutions and Business Consulting firm specializing in healthcare solutions.*

### Strategic Marketing Consultant

Developed, planned, and orchestrated the marketing and communications strategies for three business units with multimillion dollar revenues and 20+. Associates supporting a group of several owners. Spearheaded marketing activities, advertising campaigns, promotions and social media initiatives.

- Identified, developed and evaluated marketing strategies based on business objectives, market demographics & behaviors and cost & markup factors.
- Managed a budget of 100K attaining 100% adherence, and rebate program achieving credits by 100% with business partners.

Marketing Business StartUp - Challenged to establish the marketing business unit focused in aligning strategies with revenues, brand management and client loyalty. Analyzed, created, and implemented the marketing plan which included budget, media and advertising plan, event program, policies and procedures and the implementation of the Malcom Bridge Business Model.

INSTITUTO EMPRESARIAL PARA LA MUJER San Juan, PR

2013 - 2015

*Instituto Empresaria para la Mujer is a specialized institute for women that promotes self-sufficiency and collaborates to build confidence, visibility, develop their potential while contributing with innovation to achieve economic objectives and goals. It is the main organization in Puerto Rico dedicated to women entrepreneurs.*

### Business Analyst

Challenged to collaborate with the leadership team in creating and implementing an innovative cultural and business strategic plan that would manage the ecosystem to maximize marketing performance and create visibility.

- Drove a cohesive customer experience from when they first engaged with the institute to when they started their journey towards entrepreneurial initiatives or development/growth.
- Managed the success of the marketing systems, marketing reporting and other marketing projects geared to enhancing the institute with innovative services, engaging networking opportunities and market credibility.

Espacio Empresarial Radio Program - Created and became moderator for the Espacio Empresarial radio program which gave women a space in the business entrepreneurial market to voice their vision, opinions, expertise and talent. Program covered topics of interest for small and medium businesses: Steps for Starting a Business in Puerto Rico, Writing Business Plans, Tax Responsibility for Small Businesses, Human Resources and others.

Empresarismo con Aroma de Mujer - Coordinated the event and acted as Key Consultant in all aspects of business operations. Prepared business plans and documents, and regularly attended continued education seminars on diverse topics.

PUNTO VERDE San Juan, PR

2009 - 2011

*Punto Verde was an innovative echo-park focused in family entertainment and educational environmental related activities. It was first of its kind in the market.*

### Marketing and Event Specialist

Steered sales and marketing efforts to attract visitors and customers: demand analysis, market research, pricing strategies, ensuring market share, profitability and customer satisfaction. Supervised product development and monitored trends; led a team of 20 - 25 employees per event.

- Formulated, directed and created a marketing mix that included media marketing and advertising activities and policies based on business objectives, market characteristics, cost and mark up factors. Directed the hiring, training, and performance monitoring of volunteers.

Sembraton Volunteer Program - Created and established a volunteer program of more than 200 individuals responsible for taking care of the property and natural resources.

Strategic Alliances - Developed and established positive and sustainable relationships with sponsors to include: El Nuevo Dia, Amigos del Yunque, oneLink, Coca-Cola, Walmart, Unilever, Goya, Filler and Whirlpool.



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## PROFESSIONAL EXPERIENCE

GE - GENERAL ELECTRIC San Juan, PR

2005 - 2008

*General Electric Company is an American multinational conglomerate.*

Training & Merchandising Leader (2007 - 2008)

Planned the sales of domestic brand appliances, service contracts, and parts to local retail stores, contractors and national accounts. Segments: Baby Boomers, Generation X and Early Generation Y; sophisticated and quality conscious upper middle-class customers.

- Supervised the GE Promoters Program comprised of five Sales Promoters. Trained customers and employees on all NPI (New Product Line Up).

Commercial Management Marketing Specialist / Intern (2005 - 2007)

## EDUCATIONAL BACKGROUND

Ana G. Mendez University, Gurabo, Puerto Rico

**DOCTORATE OF BUSINESS AND ENTREPRENEURSHIP | MANAGEMENT**

Sacred Heart University, San Juan, Puerto Rico

**MASTER OF BUSINESS ADMINISTRATION DEGREE IN INTERNATIONAL MARKETING**

University of Puerto Rico, Río Piedras Campus San Juan, PR

**BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING**

Universidad de Salamanca | Instituto Braidot de Formacion

**POST GRADUATE CERTIFICATE IN NEURO MARKETING**

## AFFILIATIONS

Sales and Marketing Executives Association (SME)

American Marketing Association (Former President & Collegiate Conference Member)

Latin American Council of Management Schools (CLADEA)

## VOLUNTEER | MENTORING ENGAGEMENTS

Sacred Heart University San Juan, PR - **MENTOR** - Student Chapter - SME Association

**VOLUNTEER** - Speaker | Mentor | Workshop Development Facilitator - Nuestro Barrio, Instituto Empresarial para la Mujer, Centro de Innovación Neeuko



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