



Business Editor at El Nuevo Día, Puerto Rico's leading newspaper, with a web readership of over 4.8 million and print readership of 1.6 million. Over 16 years of experience in journalism, covering national and international current affairs. In charge of all business and economic news coverage for the daily edition, Negocios (weekly Sunday business magazine), and 24/7 web exclusive content. Supervisor of 6 specialized journalists. Multimedia capabilities span from hard news and opinion editorials to social media, television and radio interventions.

#### Achievements

- Award winning journalist and achiever known for my passionate, hard hitting and balanced stories.
- An influencer to policy makers and companies, specifically in consumer affairs issues, including equal treatment from retailers for the Puerto Rico market.
- Throughout my career interviewed face to face global personalities such as Donald Trump, Bill Gates, Larry Ellison, Steve Ballmer, Joseph Stiglitz and Sir Martin Sorrell.
- Conceptualized and redesigned Negocios Sunday business magazine in 2011.

- Successfully conceptualized and redesigned El Nuevo Día's Negocios daily business section in October 2013, turning it into a daily magazine, with a robust and hard hitting content, skillfully packaged within an innovative graphic design. The redesigned business section has come as one of the boldest moves in Puerto Rico's newspaper industry, giving readers a strong and complete daily dose of the business and economic scenario in Puerto Rico, covering not only the ups and downs of a tough economic climate, but also the journey of entrepreneurs and business men and women who are growing and innovating in spite of hard times.

## Experience

### BUSINESS EDITOR, EL NUEVO DÍA; San Juan, Puerto Rico - 2008 TO PRESENT

- In charge of editing and publishing all national and international business and financial news through multiple platforms in a rapid paced environment.
- Manage and edit a team of writers that cover daily and weekly news in the tech, telecom, banking, manufacturing, tourism, construction, auto and retail beats.
- Ability to turn complicated and technical issues into simple and easy to understand news stories.
- Collaborating with photographers, videographers and graphic designers to bring to life our stories on paper and on the web, with pictures, info-graphics and videos as added value to our content.
- Constantly multitasking to produce not only daily business news for the newspaper and weekly magazine, but constant web feeds to our website as well as social media platforms, including Facebook, Twitter and LinkedIn.
- Author of *Para Tu Consumo* Blog that complements coverage with opinions on economic, consumer and technology issues.
- Monthly meetings with marketing and sales to develop strategies to increase our sales and product recognition.

**DEPUTY BUSINESS EDITOR, EL NUEVO DÍA; San Juan, Puerto Rico — 2006-2008**

Responsible for leading, together with the Business Editor, the team of journalists, copy editors and graphic designers. In charge of planning coverage, as well as writing editorials and news articles related to technology, telecom, manufacturing, advertising and auto industries.

**BUSINESS REPORTER, EL NUEVO DÍA; San Juan, Puerto Rico — 1997-2006**

In charge of news coverage of several beats including technology, telecommunications, manufacturing, advertising and auto industries for the daily business section and El Nuevo Día's Negocios Sunday Business Magazine. Author of a weekly column on consumer related affairs.

Weekly television spots, with updates about developing stories, broadcast on Telemundo de Puerto Rico and during the local time of CNN Headlines News. Broadcast daily radio spots at WOSO-AM an English language station, featuring business news updates. Responsible for selecting, translating, and recording the editorial content of the spots. Contributor to the entertainment and sports sections of El Nuevo Día.

**Awards**

- Recipient of Asociación de Productos de Puerto Rico Journalism Award 2014, for the redesign Negocios section of El Nuevo Día
- Recipient of Puerto Rico Chamber of Commerce Journalist of the Year Award 2012.
- Honorable mention by the Puerto Rico Journalist's Association 2011 for "El secreto de la India", a special report that goes inside Dharavi, Asia's biggest slum, and uncovers its lesser known entrepreneurial movement.

- Recipient of the Overseas Press Club Special Technology Award 2008, for technology related coverage, including innovation in the telecom and biotech industries in Puerto Rico.
- The first and only journalist from El Nuevo Día to obtain the Grupo Diarios America (GDA) Full Scholarship 2007. GDA is a conglomerate of eleven leading newspapers in Latin America with over 3,400 of the most experienced journalists in the region, including printed and online versions.
- Recipient of the Overseas Press Club Award 2006, Business in Print Media category for “El fenómeno irlandés”, an in depth analysis of the Irish economy and its contrast to Puerto Rico’s economic model.
- Awarded recognition in 2006 from the Puerto Rico Biotechnology Cluster for best coverage of the life sciences industry in Puerto Rico.
- Recipient of the Puerto Rico Manufacturer's Association Journalist of the Year Award for 2004.

## Education

University of Miami — Master’s Degree in Journalism 2008

Sacred Heart University, San Juan PR - Bachelor in Arts, Double Major in Broadcast Media and Journalism 1998

## Skills

Fully bilingual in English and Spanish. Excellent writer. On Camera experience. Panel moderator. Proficient in both Window and Mac operating systems. iMovie video editing capabilities.

## INTERESTS

Body Combat, yoga, sky diving, SCUBA diving, traveling, music, film and social media.

