



Ella Woger-Nieves

Chief Executive Officer

Ella Woger-Nieves is the Chief Executive Officer at InvestPR, a non-profit organization created by law tasked with attracting new businesses and capital investment to the Island.

Woger-Nieves was responsible for InvestPR's start-up from an operational standpoint in 2018. Before being appointed CEO, she was the Chief Operating Officer (COO), playing an instrumental role in the organization's creation by helping establish its mission, objectives, and roadmap to accomplishing them.

A Puerto Rico native, Ella brings 20 years of experience in strategic marketing and management consulting to the table, having counseled an array of leading public and private sector clients and worked with Fortune 500 companies in strategic sectors like financial services and life sciences. She has vast experience in leading and facilitating strategic planning, market analysis and organizational restructuring initiatives across a broad array of industries within the public and private sectors as well as the non-profit sector.

A graduate of the University of Pennsylvania with a Bachelor of Arts in Economics, Ella began her career at multinational corporations with marketing and strategy consulting roles at Ernst & Young and Johnson & Johnson. Following that, she put her experience to work for Vision-to-Action, a boutique management consulting firm in San Juan and Miami, where she worked extensively with Puerto Rico's main economic development agencies, including the Department of Economic Development and Commerce, to jumpstart projects in areas specifically related to business attraction, retention and expansion.

Ella moved back to the Island after leading the consulting practice at a market and strategy consulting firm in Washington D.C., the Collage Group.

Most recently, she was appointed to the Board of Directors of the International Economic Development Council, the entity that guides the practice of economic development headquartered in Washington DC. She also serves as a member of the Advisory Board of Bioleap, the first bioscience incubator in Puerto Rico.

