

Luis E. Gautier

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EXECUTIVE SUMMARY

Strong **MANAGEMENT, PROJECT MANAGEMENT, EXECUTION and KPI's EXECUTIVE** with over 20 years of experience within the media industry, private sector, and NGO's. Effective and responsible management experience, ability for strategic alliances, coalition building and crisis management, and a steadfast devotion to equity and justice, exemplify the private endeavors and community work of Luis Gautier, former Corporate Vice president for El Nuevo Día – GFR Media and actually President of the Center for Puerto Rico Sila M. Calderón Foundation. His high-level executive positions have given him the capability to consider complex situations from a multiplicity of angles, clients or stakeholders' interests, public perceptions, marketing needs and positioning.

WORK EXPERIENCE

Sila M. Calderón Foundation – Center for Puerto Rico

2020-Present

President

Responsible to build a compelling and relevant vision for the Sila M. Calderón Foundation that is grounded on its community service and moral values. Lead and restructure the finances and management team of the private nonprofit, nonpartisan public entity that gives attention to the issues of poverty, the role of women in society, urban revitalization, ethical values and social responsibility. Launched three new community programs sponsored by the Federal and Local Government, Private Sector, Universities and Foundations.

- Maintained and enhanced services to communities and individuals benefitted through our programs and projects.
- Provided overall direction and leadership to the Foundation's staff by recognizing their accomplishments and inspiring them to pursue ever higher levels of service, accountability, and adaptability.
- Serve as the Foundation's public voice – effectively and eloquently communicating its role – to patrons, local, state, and federal officials, donors and supporters, the communities and the media.
- Developed the Foundation's financial resources and overall strength by inspiring government officials and donor to join our mission.
- Supported the ongoing expansion of programs and projects and effectively steward and oversee the Foundation's operations, and finances, geared towards the establishment of an endowment.

Kinesis Foundation - San Juan, PR

2017-2020

Executive Director –Development

Responsible for developing profit centers and products initiatives to benefit the high achievement low income students in their college access. Establishing key new products and priorities and translating them into a comprehensive strategic plan. Partnering with institutional and technological leadership to identify educational emerging trends and recommending new opportunities and communications initiatives to grow the organization and to secure the organizational sustainability and reputation as a dominant leader within the industry.

- Developed strategies to transform Puerto Rico by helping talented students with financial needs overcome socio economic barriers, achieve excellence at the highest academic levels, and ensure a successful professional career.
- Identified talented students, prepared and assisted them to reach higher than their expectations, by entering a top 100 Universities and monitor, guide and assisted them in securing a successful professional career.
- Increased the Kinesis endowment fund by \$4M by acquiring new donors, selling educational services and achieving foundation mergers.

GFR Media – Guaynabo, PR

1993– 2016

Public Affairs & Communications Vice president (2001-2016)

Responsible for customer relations, media engagement, government relations and public affairs. The *conglomerate* includes El Nuevo Día and Primera Hora. In total these publications comprise the largest Hispanic newspaper platform in the United States and Puerto Rico.

- Developed corporate strategies that presented the innovation and growth of the organization, reputation management and brand marketing arenas across variety of industry sectors. Resulted in the positioning as leader and change agent of the new media company and CEO.

- Key member of the generational transition team. After a very efficient and seamless, transition period, responsible for the successful launch of GFR Media as a content multiplatform media company.
- Responsible for keeping regular contact with government and private sector while building relationships between GFR Media stakeholders and key prospects.
- Successfully led reputation management strategies in connection with internal HR team and setting the communication strategy for different media channels.
- Developed social responsibility strategies aligned with sales and marketing department, transforming the communications department into a profit center resulting in \$7M of new income source.
- Developed a multi-level educational initiative, El Nuevo Día Educador, resulted in over \$8M in income that contributed to the bottom line of the company.
- Created Agenda Ciudadana to promote a Puerto Rican-wide culture of accountability, transparency, and civic responsibility. Congress passed three projects, while the content from the round tables of Agenda Ciudadana increased the readership level of the newspaper by six points.
- Created the Media Alliance for the Transformation of the Education in Puerto Rico, to support the approval of the civic educational project.

Sales & Marketing Vice president (1999-2001)

Provided strategic and functional leadership with a focus on branding and the development of high-level partnerships with CEOs, customers, media directors, and presidents of advertising agencies. Accountable for strategic plan to secure top and bottom line growth.

- Managed customer relations and an annual business volume that exceeds \$200M.
- Responsible for keeping contacts with companies on the prospect list while building relationships between the newspaper and key prospects.
- Developed strategies that transformed the sales department into becoming a strategic partner with the clients by understanding the business and marketing challenges of key prospects.
- Developed the successful one-stop shop strategy wherein clients could have the benefits of optimizing the different business units of the company for their instrumental sales efforts. Maintained a 70% market share in advertising.
- Integrated the IT department's services to facilitate clients' interactions and accelerate their media services purchasing in 30%.
- Provided strategic council and execution in Pan-Regional and multicounty Latin-American newspapers members of the *Grupo Diarios De América*.

Sales & Marketing Manager (1998-1999)

Responsible of \$170M sales income. Supervised 65 vendors, 4 account executives, and managed the operation of the sales department.

Sales & Marketing Account Executive Supervisor (1996-1997)

Sales & Marketing Account Executive for El Nuevo Día (1993-1995)

LIH Group, Guaynabo

1991-1993

Senior Account Executive

Responsible for marketing communications and advertising of clients. In charge of accounts like Merck, Anheuser Busch, Budweiser, ITT Intermedia, UBS and Palmas del Mar Resort.

Young & Rubicam, Guaynabo

1990

Account Executive

Responsible for marketing communications and advertising of clients. Responsible for accounts like: Ana G. Méndez University, Cellular One, Heineken and Conagra Foods.

EDUCATION

Pontificia Universidad Católica de Valparaíso, Chile
Diplomat Degree in Corporate Business Social Responsibility

Universidad Sagrado Corazón, Puerto Rico
Master's Degree in Communications
Cum Laude

University of Massachusetts at Amherst
Bachelors of Arts in Political Science and Psychology

BOARD OF DIRECTORS MEMBER

- United Way of Puerto Rico
- La Alianza para un Puerto Rico sin Drogas
- Colegio Puertorriqueño de Niñas
- Fundación Agenda Ciudadana
- LEAP STEAM +E Academy of San Juan
- Puerto Rico Community Foundation

MEMBERSHIPS

- Puerto Rico Sales & Marketing Association
- Puerto Rico Chamber of Commerce
- Puerto Rico Manufacturers Association
- Puerto Rico Products Association