

CYNTHIA VILLAR

+1 (803) 216-4793 • cyn83@live.com

A fully bilingual, passionate, customer-centered, and social-impact-driven individual with +20 years of experience in for-profit, non-profit, start-up/entrepreneurship, and academic markets.

PROFESSIONAL EXPERIENCE

COLUMBIA INTERNATIONAL UNIVERSITY

Business and Career Readiness Center, Executive Director, August 2024-Present, Columbia, SC, USA

- Oversee departmental operations including, but not limited to, budgets, personnel, planning, and marketing career events, programs, services, and training.
- Collaborate with the dean, faculty, and staff to develop, plan, and implement program opportunities, events, and course objectives for student career awareness, career readiness, and entrepreneurship inside and outside the classroom.
- Build, communicate, and foster relationships with industry and community leaders to promote employment, internship opportunities, and access to funding for CIU students, alumni, and community members.
- Represent CIU in regional, national, and international career-related and entrepreneurship organizations and groups.
- Develop, lead, and manage a recruitment interview program.
- Coach, counsel, and provide resources to students, alumni, and the community.
- Assist students in developing career and entrepreneurship goals; conduct class presentations, workshops, events, and group sessions.
- Develop and maintain information systems for managing records and data.
- Generate reports and career and business development systems, policies, and procedures; analyze information for use in planning for external collaborations.
- Work to increase the percentage of students employed at graduation.
- Recruit and work on retention for the incubator/accelerator programs.
- Support the planning and preparation of core programming for all beneficiaries, including developing new ways to support the users' ventures, drafting outreach to programming partners, and coordinating activities with multiple stakeholders.
- Manage in-person and online programming logistics, creating seamless execution for the attendees and providing timely follow-up to all processes.
- Monitor and strengthen the relationships between CIU and the community, including mentors, advisors, leadership coaches, and partners.
- Provide individualized support to current students and alumni by acting as a connector, confidant, and empathetic ear.
- Prepare, maintain, and present reports necessary for departmental functions, including periodic reports to management as required or requested.
- Provide ongoing support for the center's users and their career development or startup processes.
- Manage and streamline invitations and logistics for CIU BCDC events.
- Design, conduct, and analyze surveys to assess program effectiveness and recommend changes to enhance the programming.
- Attend startup community events to support Halcyon's engagement in the startup community.
- Develop a strategic plan for CIU BCDC, including mission, vision, aspirations, core values, strengths, weaknesses, opportunities, threats, objectives, strategies, operational tactics, means of monitoring, evaluation, and measurement.
- Develop a detailed action plan for implementing the strategic plan, including defining goals, objectives, and timeline for the first two years; identify target groups and their needs; define individual activities/programs and their implementation timeline; identify staffing, budgeting, and financing needs; identify which Key Performance Indicators to be tracked and how to track them, develop monitoring and evaluation protocols, develop policy and procedure manuals.
- Hold operational responsibility for the management and coordination of CIU BCDC programs and services, which include ensuring high-quality service delivery in line with good practice and professional requirements, monitor and evaluate impact and outcomes and establish relevant processes, liaise with colleagues across the center, ensure that activities are appropriately coordinated and integrated, take responsibility for service user feedback, provide comments that are reviewed and acted on as appropriate, review performance against plans and take actions as necessary, assess gaps in the service delivery and make recommendations.
- Report periodically on work performed.
- Maintain records of all work performed.

FREELANCE

Business Consultant, January 2015-Present, International

- International business consultant for non-profits, for-profits, and startups.

JUNIOR ACHIEVEMENT

NGO, Executive Director, January 2020-January 2022, Lima-Peru

- Oversee departmental operations including, but not limited to, budgets, personnel, planning, and marketing career events, programs, services, and training.
- Design and implement programs according to the sponsor's needs; launched four new programs in 2020 and 3 new ones in 2021
- Manage support network of internal and external advisors, coaches, mentors, volunteers, and subject matter experts for 500,000+ beneficiaries and program alumni
- Manage 5 team leaders, project managers, and interns to implement programming and achieve program goals
- Develop a strategic plan for JA Peru, including mission, vision, aspirations, core values, strengths, weaknesses, opportunities, threats, objectives, strategies, operational tactics, means of monitoring, evaluation, and measurement.
- Collaborate with key partners, from large corporations to international companies, to deliver the best results that exceed their expectations while working and engaging corporate volunteers as part of their social responsibility programs
- Forge trusting, supportive relationships with stakeholders from a broad range of backgrounds
- Establish and track impact and outcome measures through surveys, interviews, data analysis, and KPIs
- Write and submit funding proposals (\$500,000+ pipeline in 2020, with a 40% growth in 2021)

MIBOLSILLO APP

Fintech, Co-founder, November 2018-December 2021, Lima-Peru

- Responsible for all marketing activities and managing a team of 10+
- Conduct detailed market research, perform strategic planning, and develop and implement new digital marketing strategies to create brand awareness while increasing sales and revenue
- Generate a significant 100% increase in sales within two years, delegating responsibilities
- Manage and optimize web content to increase SEO and rise the ranks to the top of Google's search results
- Create and integrate new promotional plans for social media to lead to a 150% growth within two years
- Establish and track impact and outcome measures through surveys, interviews, data analysis, and KPIs
- Communicate and work closely with the CEO and other executives to ensure that the company's vision and goals are met

GREEN OCTOPUS

Marketing Agency, CEO, November 2009-December 2019, Lima-Peru

- Build a competent team from scratch
- Contribute to client's website and mobile prototyping
- Marketing campaign development
- Execute PR strategy
- Build a strategic marketing and business development plan
- Build revenue streams from scratch
- Manage basic finance, bookkeeping, and accounting functions
- Manage client acquisition strategy and client loyalty plans

TODINNO

Retail, CMO, January 2008-November 2009, Lima-Peru

- Directed the 2019 marketing campaign
- Led the introduction of a new line of healthy snacks. Achieved a 50% increase in year-over-year sales
- Built strong relationships with stakeholders
- Managed project workflows and teams of up to 12 junior and mid-level executives
- Collaborated with the marketing agency, social media agency, and ATL agency to meet the yearly objectives
- Managed project workflows and teams of up to 10 junior, mid-level, and senior researchers

ACADEMIC EXPERIENCE

USACH

Entrepreneurship and startup mentor, June 2020-Present, Santiago de Chile-Chile

USIL VENTURES

Entrepreneurship and startup mentor, January 2015-Present, Lima-Peru

SAN IGNACIO DE LOYOLA UNIVERSITY

Market research and marketing courses in English Professor, January 2007-December 2009, Lima, Peru

SAN IGNACIO DE LOYOLA UNIVERSITY

Market Research Center, January 2005-December 2007, Lima-Peru

- Design and develop market research studies for the university

- Focus Groups' leader
- Supervise market research processes
- SPSS software usage lead
- Final report presentation lead

EDUCATION

Master's degree: COLUMBIA INTERNATIONAL UNIVERSITY, MBA

Steering Committee: Halcyon Incubator, Current

Mentor bootcamp: USIL Ventures, 2019

Negotiation skills: AmCham, 2008

Bachelor's degree: SAN IGNACIO DE LOYOLA UNIVERSITY, 2006 – Marketing – *Specialized in Market Research, Consumer Insight, and Strategic Marketing*

Certificate: COLUMBIA INTERNATIONAL UNIVERSITY, 2023 – Intercultural Studies

Certificate: GOOGLE, 2024 – Project Manager

RECOGNITIONS

Fintech founder of the year: USIL, 2018

Outstanding Women Entrepreneur: GIST, 2018

Entrepreneur of the Year: USIL, 2017

SKILLS & OTHER

• Languages •

Spanish: Native – English: Near-native – Portuguese: Intermediate

• Skills •

Enabling decision-making, networking, communicating, flexibility, strong organizational skills, managing tasks effectively, working well with others, follow through on tasks, hold team members accountable

• Hobbies •

Volunteer start-up mentor, Start-up competition judge, motivational/business speaker, swimming