

DIANA SALAS DIAZ

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SKILLS

Bilingual Program Management
Latin America Regional Expertise

Global Operations
Business Development

EDUCATION

Thunderbird School of Global Management - Arizona State University - Phoenix, AZ - USA May 2022

Master of Global Management (MGM) – Global Affairs and Global Business Concentration (STEM-designated program)

- Assembly Member - Graduate and Professional Students of Arizona (GPSA): 2021 – 2022
- Consular Corps of Arizona Scholarship Award Recipient 2020
- Organization of American States (OAS) Rowe Fund Fellow 2020

Universidad de San Martin de Porres, Lima - Perú

May 2008

Bachelor's Degree in Management

- Graduated in the top 10% of the class.
- Internship Ambassador: Founder of the Internship program for Melia Hotels and Resorts in the Dominican Republic and Mexico.

PROFESSIONAL EXPERIENCE

Senior Program Coordinator, LATAM Region IDI, Arizona State University, Scottsdale, AZ, USA Aug 2022 – Jan 2024

- Facilitated a \$40 million cooperative agreement project awarded by USAID "LibrES" in El Salvador, as the Bilingual Program Coordinator, leading to the project's execution and expansion in Central America.
- Collaborated with dozens of stakeholders including business officials, domestic representatives, critical government agencies, and academic institutions throughout the implementation. Nurtured partnerships between ASU and the International Office of Cooperation in El Salvador.
- Monitored ASU- and USAID-compliant policies on projects and subcontracting activities and matched operations between ASU departments, subcontractors, and El Salvador collaborators.
- Reinforced project implementation processes to ensure program goals and federal deliverables achievement by leading all federal reporting efforts.
- Facilitated and coordinated four bid processes worth \$50M in Latin America resulting in two successful contracts worth \$43M in awards implemented through 2022–2023.
- Cooperated in the proposal process throughout the entire planning lifecycle, from pre-proposal to site visit, ensuring successful and compliant research proposals and on-time delivery. Experienced in the accelerated organization of time-sensitive proposals in under 2 weeks.
- Optimized engagement with private industry, local government, and higher education connections to endorse project goals, mobilize support, and secure conformity with proposals and regulations for various federal fund providers, including USAID, and the US Department of State.
- Supervised a resilient \$ 1B pipeline in prospects for Latin America and the Caribbean, with partnership from USAID, and the State Department, with distinct topics including Technology, Governance, Sustainability, Education, and Human Rights. Awarded two successful contracts worth \$43M in grants, with a 2022–2023 implemented timeline.
- Conducted business intelligence for new and current contributors and directed a landscape analysis of contributors, prospective partners, and contenders. Generated analytics reports for ASU leadership and management, including progress/metrics and status reports.
- Planned and executed events featuring three different projects in Latin America, two in El Salvador and one in Mexico. Developed and executed the visit of two international delegations visiting ASU from Latin America.
- Produced engaging content featuring Latin American projects for a variety of platforms, including press releases, project updates, newsletters, and social media posts, to inform and engage stakeholders and the public.

Strategic Growth Consultant COFOCE, Guanajuato, Mexico Jan 2022 – May 2022

- Directed discussions between executives and operations staff to determine the feasibility of three business expansion projects in the US.
- Performed as a business development consultant for a government organization in the Food and Beverage industry in Mexico.
- Developed a sales and marketing strategy for the expansion of Guanajuato Food & Beverage companies in the United States.
- Established first network and strategic partnerships with Food and Beverage companies in the US through exhibiting at industry trade shows and networking platforms.
- Coordinated the gathering of business intelligence for new investors, and conducted a landscape analysis of potential partners, and competitors.

Fundraising and Donor Relations Fellow Phoenix Committee of Foreign Relations, Phoenix, AZ, USA Oct 2021 – May 2022

- Supported the development of fundraising strategy and educational and professional development opportunities for the fellowship program.
- Assisted in developing a donor and sponsorship database to improve data utilization and accuracy.

- Led and collaborated in the execution of programs featuring distinguished guests including U.S. and foreign ambassadors, cabinet ministers, policymakers, economists, analysts, journalists, authors, renowned educators, and heads of state.
- Performed fundraising research covering potential individuals, corporations, and sponsorship/grant opportunities. Identify and prioritize potential partners, evaluating their strategic fit and potential impact on the organization.
- Cultivate, and build relationships with individuals and partner organizations to advance the PCFR mission.
- Develop and implement key performance indicators (KPIs) to measure the success and impact of partnerships.

Dean's Fellow Internship – SDGs and the City of Phoenix Thunderbird School of Global Management, Phoenix, AZ, USA Jan - Dec 2021

- Collaborated with the Phoenix Mayor's Office and the United Nations with an analysis of the city of Phoenix's SDGs and necessary actions needed to execute city goals.
- Gathered data to monitor Phoenix's advancement towards sustainability. Development of a zero draft for the city's voluntary local review.
- Carried out qualitative analyses and participated in collaborative research projects for critical SDGs and their alignment with the planning city.
- Cultivate, and build relationships with individuals and partner organizations to advance the SDGs in the City of Phoenix.

Business Development Manager Latam Ready, NetSuite by Oracle Lima, Peru Jan 2019 - Mar 2020

- Implemented a lead generation strategy for UK and US companies expanding into LATAM markets increasing revenue by over 25%.
- Executed engagement strategies for 35 multinational companies (including Fortune 500 companies) and closed contracts with nine.
- Developed a strategic plan to network with key decision-makers resulting in 13 new opportunities, \$100K in new business, and seven new business partnerships.
- Built trust-based relationships with the World's Top Multinationals: IBM, P&G, Exxon Mobil, Microsoft, Dupont, and closed major contracts directly with the Brands. Chosen to represent the company at "Suite Connect Mexico", 2019.
- Traveled nationally and internationally as an official representative of NetSuite, Oracle.

Public Relations Manager Casa Cultural Peruana, Toronto, Canada Jan – Sep 2018

- Developed a public relations strategy to foster integration in the Peruvian community including the creation of an annual agenda for collaborative activities among all the cultural associations in Toronto.
- Built relationships and organized monthly dialogue tables with other non-profits' representatives, government officials, and business leaders to ensure the efficient execution of economic development projects.

Marketing and Public Relations Manager Melia Hotels and Resorts, Punta Cana, Dominican Republic Jan 2013– Jan 2015

- Develop, proactively manage, and implement the annual hotel marketing and PR plan to include media relations, social media, internal communications, eCommerce, brand recognition, and loyalty marketing within budget guidelines.
- Responsible for measuring key performance indicators relating to all marketing and PR activities, promotions, and campaigns, and producing performance reports for all key stakeholders.
- Manage the rollout of marketing and PR initiatives to support the hotel in meeting its targets, also by leveraging key function activity with regional marketing, corporate communications, eCommerce, marketing operations, and strategic partnerships.

TECHNICAL SKILLS AND CERTIFICATIONS

- Project Management Professional (PMP) - Project Management Institute
- USAID Proposal Development course, Humentum - December 2023
- Public Administration Certificate – June 2020
- Sales Training Certificate – May 2019
- Public Speaking Certificate, Toastmaster – April 2018
- Advanced level: Smartsheet, Salesforce, Tableau, and Microsoft 365

LEADERSHIP AND ACTIVITIES

- Graduate Research Assistant – Global Development: 2022
- PLUS, Alliance Student Ambassador - Transforming Women's Leadership Pathways initiative: 2020 – 2021
- Student Judge at the WE Empower UN SDG Challenge: 2021
- Thunderbird Women in Business President: 2021
- Latin American Business Club Vice President: 2021
- Das Tor Strategic Advisor: 2021 – 2022

ADDITIONAL INFORMATION

- Languages: Fluent (English and Spanish)