

Monica Cruz Z.

Program Manager

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Meticulous Program Manager with more than 11 years of international experience achieving results in both the public and private sectors. Fully bilingual English – Spanish communicator and connector with a successful track record of engaging with a wide range of actors, constantly seeking how to maximize impact, measure performance, and communicate the implications of our outcomes.

WORK EXPERIENCE

Consulate of Mexico in Saint Paul, Minnesota 2013 – present

Head of Community Affairs, Representative of the Institute of Mexicans Abroad (IME)

- For Minnesota, North Dakota, South Dakota and western Wisconsin, I lead the strategy regarding the design, implementation and promotion of 20 programs, including grantmaking, meant to empower the Mexican and Latinx community and increase opportunity access in health, education and financial literacy, achieving incremental measurable results in the quality and scope of service of 22,000 individuals annually, from 5,000 in 2013. My programs include:
 - A higher education Scholarship Program (\$1.68 M in grants to 1,052 students in six years); a Visiting Teacher Program; a Migrant Teacher Program; adult basic education centers for Spanish speakers; a Spanish textbook Donation Program (over 20,000 books in five years); a health reference center in partnership with Saint Mary's Health Clinics (free screenings in-house, referrals to free or low cost providers, over 20 free flu shot clinics per year, family health fairs); international student mobility programs; a financial education reference center, including a grant partnership with the University of Minnesota Extension.
- Advocacy, convening and relationship building with over 80 partners, including community organizations, nonprofits, federal, state and local government agencies, higher education institutions, school districts, education and research centers, health care providers, media outlets and private businesses.

Accenture, Mexico City 2010 – 2011

Customer Relationship Management Consultant

- Designed the strategy for the online channel of a telecommunications client, including benchmarking and capacity definition for e-commerce, self-service, integrated online support and analytics functionalities. Was scheduled for promotion to a higher level consultant, before relocating to the USA.
- Defined the As-Is situation of 13 call centers for a bank client's merger strategy and collaborated in the design of a multi-channel customer attention strategy.

Honeywell Inc. ACS Building Solutions Division, Mexico City 2007 – 2010

Customer Care Advocate Leader Latin America

- Created and implemented the "Regional Market Segmentation Project 2009-2012", geared towards increasing the efficiency of the sales force by 20%.
- Leader of the Customer Care Team and point of contact for more than 120 decision makers across 100 accounts. Developed a "Total Customer Satisfaction Plan" effectively reducing conflict resolution time by 40%, using Six Sigma methodology.
- Responsible for the acquisition and analysis of customer indicators, gaining an annual increase of 10% in customer satisfaction and a 99% retention rate.
- Completed research to open the Energy Business and sourced partners, aiding the win of the first Clinton Climate Initiative Project in Latin America, worth \$1.5 M.

**Global Strategies Group,
London, England**
2005 – 2006

*Group Corporate Affairs
Executive Assistant*

- Reporting to the Chief Strategy Officer, conducted research and managed projects that resulted in the expansion of the Group in Latin America, Africa and Asia, including responsibility for the normative maintenance of the 16 Group companies.
- Developed and implemented internal strategic projects, including the Graduate Internship Program and Audit Reports on several company departments.

**Global Strategies Group,
London, England**
2003

Operations Assistant

- Fifth person to be employed by what is now a multimillion defense consultancy. Built the role, solely responsible for the creation and implementation of processes to manage the on time deployment of all personnel (1,200) to Afghanistan and Iraq. Developed relations with diplomatic personnel from Afghanistan and Kuwait, as well as providers in England, Dubai, Afghanistan, Qatar and Kuwait.

RECENT ADDITIONAL EXPERIENCE

- **Metropolitan Regional Arts Council**, Saint Paul, MN
Arts Support Grant Reviewer (2019)
- **Minnesota Department of Health**, Saint Paul, MN
Eliminating Health Disparities Initiative Grant Reviewer (2019)
- **Hispanic Scholarship Fund**, USA
Minneapolis Advisory Committee (2018 - present)
- **Saint Paul & Minnesota Foundations**, Saint Paul, MN
El Fondo De Nuestra Comunidad Advisory Committee Member (2018 – present)
- **University of Minnesota, Minnesota Department of Health – Act Early Initiative**, Minneapolis, MN
Latina Delegate (2015 –2017)
- **Mathers Museum of World Cultures**,
Bloomington, IN
Project Manager, Collections Registrar (2011 – 2013)
- **Kelley Partners Club**, Bloomington, IN
VP of Diversity, Indiana University, MBA Partners Organization (2011 – 2013)
- **Cambridge Alumni Mexico, A.C.**, Mexico City
Co-founder and Committee Member (2009 – 2011)

EDUCATION

University of Cambridge

MPhil Latin American Studies, 2007

- Thesis: “Local implementation of national policy on the appropriation of new information and communication technologies through community telecenters in a Mexican state”.

Monterrey Tech Graduate School for Public Policy

Specialty, Future Studies and Strategy, 2004

Monterrey Tech

BA International Relations, 2004, GPA 4.0

AWARDS

University of Minnesota, School of Public Health, Community Partner STAR Award 2017

Only Mexican national in 2006-2007 to be a **University of Cambridge Overseas Trust Scholar**