

PAULA MARCELA MORENO ZAPATA

77 Massachusetts Avenue Rm 9-468
Department of Urban and Regional Planning
Massachusetts Institute of Technology
Cambridge MA 02198

pmoreno@mit.edu, paumz@hotmail.com
(617) 524-3779 – 857 389-2900

PROFESSIONAL PROFILE

Industrial Engineer with multi-level experience in project management, policy making and research. Conceptual clarity and abilities for the structuring and leadership of projects, organizations, execution and evaluation, team work and excellent interpersonal skills. Experience in accomplishment of government affairs, humanitarian work, research for international organizations and educational institutions.

PROFESSIONAL EXPERIENCE

Minister of Culture

Government of the Republic of Colombia

June 2007 - August 2010

- Advise the President of Colombia, Alvaro Uribe Velez, on aspects on the portfolio of the Ministry and the cultural sector.
- Innovate, implement and manage national cultural policies.
- Develop programs to guarantee that all Colombians access cultural services and goods.
- Coordinate the priorities of the Ministry with government agencies at the local, regional, national and international level to deepen the impact of the cultural sector in the country.
- Responsible for the budget of the Ministry, including managing a work force of 400 public employees.

Consultant

Pan-American Health Organization

April-May 2007

- Analyze inter-sectoral and diverse ethnic approaches for an international cooperation strategy in Colombia.
- Defined strategic priorities with different sectors (education, health, culture, environment, home policies, agriculture and rural development) in the application of the differential ethnic approach.

**Consultant Department of Management Studies
University of Los Andes**

August 2006-April 2007

- Supported in the preparation process of the new Master in Environmental Management.
- Managed of the inter-institutional relations between University of Los Andes and Yale University.
- Analyzed of the global tendencies related to environmental management.

**Assistant Professor- Department of Engineering
Autonomous University of Colombia**

June 2005-May 2007

- Developed syllabi and content for courses on Industrial Engineering.
- Assisted to research projects of graduating students.

**Regional Development Consultant
Association of Community Councils of Timbiquí
2006**

August-December

- Undertook a consultation process involving more than 100 community leaders to design the 2007-2010 development plan for 11 community councils in the municipalities of Guapi and Timbiquí.
- Prepared and submitted three projects to support the highly vulnerable Afro-Colombian population.
- Developed a strategic management and training package for the 2007-2010 regional ethno-development plan.

**Project Manager/ National Coordinator Afro Colombian Component
Pan American Development Foundation (PADF)**

June 2005-June 2006

- Designed and implemented an intervention strategy for the Integral Care Program of the Afro-Colombian population and other vulnerable minorities
- Researched and developed the Foundation's diversity policy.
- Hired and managed staff in the Regional Office of Chocó
- Established and implemented both the Martin Luther King Scholarships Program in Cali, and the Afro Colombian Organizational Strengthening Program
- Selected, assessed and approved quick start projects in Chocó.

**Regional Coordinator for the preparation of - alternative development projects for USAID
Chemonics International Inc. 2005**

- Conducted a preliminary diagnosis of the 81 municipalities covered by the USAID program.
- Organized the funding agenda in the Pacific region and met with more than 150 institutions working on local governance and economic development projects.
- Created regional intervention profiles and three projects for immediate implementation.

- Negotiated memorandums of understanding with organizations as well as contractual terms with project subcontractors.
- Co-directed the recruitment process.

University of Cambridge **November 2003-August 2004**
Research Assistant. Study on Global Innovation (University of Cambridge, University of Minnesota and University of Southern California)

- Assisted in the design of a study of global innovation.
- Managed public relations with the 1000 biggest companies in Europe.
- Collected and analyzed results of the study.

United Nations Conference for Trade and Development (UNCTAD) August-December 1999
Internship (Geneva-Switzerland)

- Assisted the preparation of investment directory for developed countries.

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY August 2010- Present
Special Program for Urban and Regional Studies (SPURS) Fellow

UNIVERSITY OF LOS ANDES June- December 2008
High government training program

UNIVERSITY OF CAMBRIDGE September 2003-June 2004
MPhil in Management studies. Thesis: Sustainable use of biodiversity by local communities in Colombia.

AUTONOMOUS UNIVERSITY OF COLOMBIA 1996-2001
Industrial Engineer. Thesis: Model improving production of handicrafts

ITALIAN INSTITUTE OF CULTURE 1996 - 1998
Diploma of Language and Italian Culture. Thesis: The outlook for economic development in Italy.

LANGUAGES

Spanish (Mother tongue) **Italian** (Proficiency) **English** (Proficiency)
French (Intermediate level)

OTHER ACTIVITIES

EMBASSY of the United States, Bogota . Founder of the Martin Luther King program for 150 Afro-descendant scholars to be trained in leadership skills and English. (2003-present)

UNIVERSITY OF CAMBRIDGE. Founder of the Association of Colombians students at Cambridge (2003)

AWARDS AND FELLOWSHIPS

Humbert Humphrey Fellowship- Fulbright Commission. Massachusetts Institute of Technology 2010-2011

Orden San Carlos. High order of merit of the Colombian government 2010

Unita Blackwell Award 2009. Top Afrodescendants leaders in the world. 35th Black Majors Association Conference, Las Vegas, 2009

COLFUTURO fellowship. Top Colombian students. University of Cambridge. 2003-2004

Universita per stranieri di Perugia (Italia). Scholarship for the best national student of Italian language and culture 1997

PUBLICATIONS AND PRESENTATIONS

2010. Memories of public cultural management in Colombia. (www.mincultura.gov.co)

2010. Rutas de libertad. Universidad Javeriana-Mincultura. Editorial Universidad Javeriana

2010. Las políticas culturales en Colombia. Revista Integracion No 5. Comunidad Andina.

2009. The Unifier. America's quarterly. Voices from the new generation. American Association and Council of the Americas.

2006. Afro-Colombians: The different meanings of the African Diaspora. Encyclopaedia of African Diaspora. University of Florida.

2005- 2006. Biodiversity Management: A current trace of the African Diaspora. Paper presented at the 11th Conference of African Diaspora. JI / ASWAD. (Rio de Janeiro, Brazil). Article published in Perspectives on Global Development and Technology. Toledo University.

2005. An organizational approach to the biodiversity management by local communities in developing countries. Paper presented at the conference Critical Management Studies. Cambridge, U.K.

2000. World Investment Directory for Developed Countries: Country Profile Italy (1999-2000) United Nations Conference on Trade and Development (UNCTAD).

Editor: Millennium Assessment, chapter of bio diversity and biodiversity industries (United Nations); The Bulletin of Latin American Studies, University of London (England)

Columnist: El Tiempo (2007- currently) Main Colombian newspaper