

GUILLERMO MADRIZ (CRC/USA dual citizen)

MBA | Leadership | Strategic Planning +(506) 8414-2402 / memo.madriz@gmail.com

MBA with 25 years of professional international experience leading innovation into organizations in terms of strategic planning, set direction, align the organization, mobilize leaders, engage the board, connect with stakeholders, and managing personal effectiveness. Driven by a passion and vision for how I can help others climb further and faster to achieve new heights collectively.

CORE COMPETENCIES

- ✓ Leadership & International Business ✓ Strategy ✓ Innovation
- ✓ Goal oriented ✓ Budgeting ✓ Communication ✓ Commitment

PROFESSIONAL EXPERIENCE

CENTRO CULTURAL COSTARRICENSE NORTEAMERICANO (CCCN)

Chief Executive Officer (CEO)

June 2016 - November 2023

- Responsible for overseeing the overall management and strategic direction of the institution. Head of business strategy, decision-making, communication and public relations, corporate governance, financial oversight, performance monitoring and accountability, innovation, team building, and stakeholder management.

Achievements

- Strategic vision and planning with a 300% increase in profits, 100% increase in student enrollment, and reduction of 30% of total budget expenses.
- Construction and remodeling of all sites (\$4million investments).
- Community engagement, and Partnerships with local and international organizations, including Office of the First Lady, US Embassy, International Universities, and leading cultural organizations.
- Technology transformation in all the core systems (ERP, CRM, LMS, others), and implementation of modern tools in all spaces of the organization
- Educational Excellence and Cultural Outcomes, earning recognition for the organization's achievements, positive media coverage, and acknowledgement from industry leaders.
- Crisis management and adaptability navigating the challenges of recent economic and health crisis
- Partnership with the US Embassy in San José, Peace Corps, and other organizations to develop and execute social and cultural impact projects in remote areas of the country.
- International Certification Great Place to Work

CENTRO NACIONAL DE LA MUSICA (CNM/MCJ)

Chief Executive Officer (CEO)

May 2010 - June 2016

- Represent the institution in all those activities in which it is required. Exercise general supervision of the Center and its Specialized Technical Units. Execute the agreements of the Board of Directors.
- Prepare and present to the Board of Directors the preliminary draft annual budget of the Center, in accordance with their work plans and respective programs. Render, to the Board of Directors, quarterly reports on the financial statements of the Center, as well as the activities carried out during the period.
- Dictate the administrative measures necessary for the proper functioning of the institution. Maintain strict control of the income and expenses.
- Monitor that the entire administrative structure of the Center properly applies the legal standards that regulate the Internal Control System and the Specific Institutional Risk Assessment System (SEVRI) in the Public Administration.
- Promptly communicate to the institution's personnel the provisions issued by the State bodies and authorities that impose responsibilities in the scope of their fields of action, and ensure that the current regulations that apply to them are complied with.

Achievements

- Strategic vision and planning with a 35% increase in public funding execution, 300% increase in audience development, acquisition of more than \$1million in musical instruments.
- Organizational stability, educational excellence with collaborations by international instructors, and earning recognition for the music director appointment of the National Symphony Orchestra (OSN), positive and continuous media coverage of all strategic activities.
- Production of more than 8 recordings, with Latin Grammy recognitions, including Best Classical Album - Música de Compositores Costarricenses Vol.II. Documentary TEMPO awarded in the International Film Festival 2015.
- Community engagement in all seven provinces, and partnerships with local and international organizations, including international tours in Nicaragua, United States, México, and Cuba with the OSN.
- Human Capital Strategy in order to successfully execute the goals, and performance of all the units of the organization

OTHER LOCAL & INTERNATIONAL EXPERIENCE

Faculty Professor University of Costa Rica 2011-current (Arts & Music Business)

BLOOMBERG PROFESIONAL SERVICES (WTR SOLUTIONS) USA

SALES & INTERNATIONAL ACCOUNT REPRESENTATIVE July 2000-May 2010

- Operational activities of sales and customer services in key accounts (New York City)
- Product penetration in Latin America trading companies
- Analysis of customer needs, and operations for customized solutions (Project Scope Management)

EDUCATION

William Patterson University, USA 2009

Master of Business Administration (MBA)

- Concentration in Arts, and Music Management
- Certificate of Excellence

University of Costa Rica, CRC 1998

Bachelor in Business Administration (MBA)

- Concentration in Marketing, and International Business

Recent Courses and training:

- ✓ Leadership and Management (INCAE) 2018
- ✓ Finance (INCAE) 2019
- ✓ Scrum and Agile Methodologies (INCAE) 2021

AWARDS & RECOGNITIONS

Teacher Award, University of Costa Rica Recognition Producer Latin Grammy Winner Record Música de Compositores Costarricenses Vol.II	2017
Costa Rica's President Recognition I Ministry of Culture Award Producer Latin Grammy Winner Record Música de Compositores Costarricenses Vol.II	2017
Associazione Nazionale Vigili del Fuoco Volontari Croce al Merito de Servizio	2016
Latin Grammy Award Producer Música de Compositores Costarricenses Vol.0 Best Classical Album Orquesta Sinfónica Nacional de Costa Rica	2014
Latin Grammy Award Producer Bossa Nova Sinfónico I Best Contemporary Classical Composition Orquesta Sinfónica Nacional de Costa Rica	2013
William Paterson University, New Jersey Excellence in MBA Music Management	2009

Languages:

Spanish (Native Language) | English (95%) | French (70%)

Technical skills:

- MS Office, Cloud, Outlook, Project MS
- MICROSOFT Dynamics, Business Central, Analytics, Power BI.

ADDITIONAL INFORMATION

- **Cultural Experiences:** Board Member Teatro Popular Melico Salazar, Sistema Nacional de Educación Musical, Radio, and TV Producer QUINCE UCR, writer for newspaper La Nación.
- **Social Impact:** Advisor Global Leaders of the Americas, Non-profit organizations various.
- **Personal Interests:** Leadership, Organizational transformation, writing, arts, traveling, running.