

**Marquette University Alumni Association
Vice President/President Elect Self-nomination**

NAME: Carlos Amador

I would like to be considered for the position of 2017-18 Vice President/President-elect

Please briefly answer the following:

1. List the MUAA committees on which you have served and note any you have chaired:

Committee: Alumni Donor Participation
Chair: Alumni Donor Participation

2. List any other Marquette Alumni Chapters or efforts which you have served and any leadership position associated with that service:

Marquette Alumni Philadelphia Chapter-attended a few events (events available were "happy hour" gatherings...not being much of a drinker, there were not many opportunities to serve)

3. List any non-Marquette volunteer activities in which you have been involved:

City of Milwaukee: Equal Rights Commission
Appointed by Mayor Tom Barrett and confirmed by Milwaukee Common Council
Role: Commissioner

Milwaukee Community Service Corporation: AmeriCorps agency; economic empowerment for at-risk youth in Milwaukee inner city.

Role: Board of Directors Member
Role: Chair-Governance Committee

Hispanic Professionals of Greater Milwaukee
Role: Chair MENTE Committee: Mentorship Program

Cristo Rey High School Philadelphia
Role: Friends of CRPHS Board Member

Latino Arts, Inc.: arts program for Latino youth through the United Community Center; a community center in Milwaukee's South Side

Role: Board of Directors Member

4. Describe any unique qualities and/or training that will help you be an effective leader of the board:

Hard question. Living by a Socratic Paradox "All I know is I know nothing" makes it hard to tout trainings and accomplishments. I just wrote an essay to apply to doctoral programs, so I'll give you some snippets.

"I dedicated three professionally formative years to visiting inner cities to teach children financial literacy, work readiness skills, and entrepreneurship, while managing relationships with multinational corporations, foundations, and NGOs recruiting volunteers and fundraising to provide programs free of cost to K-12 schools.

Following an incredible formation, and through no small amount of perseverance, I convinced one of Fortune Magazine's Top 100 Companies, Robert W. Baird & Co., to launch a leadership rotational development program aimed at attracting top diverse talent into the investment banking industry.

As I began to gain confidence in my skills, the entrepreneurial mind emerged. An idea to identify novel avenues to provide products to consumers took hold. As an exercise and yoga fanatic, I developed a direct-to-consumer subscription based e-commerce company with a regional based production supply chain.

In tandem, I founded Artem Strategies, a consultancy firm where I've specialized in helping clients ranging from think tanks to foundations and financial service corporations navigate large scale research, and data gathering and analytics projects. Through these opportunities I've assisted in the establishment of a \$5 million endowment fund. Other notable projects have focused on researching and developing data sets for the Fair Fashion Center, a think tank initiative for Glasgow Caledonia University, led by a World Economic Forum advisory council member.

In the end, the goal is simple. To be an example to my community and those seeking an established trail that hard work, tenacity, an appreciation for knowledge, intellectual curiosity, a life of service to others, and a deep conviction in your abilities can get a normal man from a rainforest in a small island into one of the most prestigious educational institutions in the world. Once admitted they'll thrive and blossom while having an opportunity to work with authors they read in the past, thinkers they admired, and peers they sought to meet."

I'm a multi-faceted individual, who has walked many paths in the journey of life. These experiences have provided what I believe to be an incredibly unique window through which I see the world. The abilities I possess are a byproduct of a devotion to learning, continuous improvement, and a "go after your dreams" approach to life. Go watch "Good Will Hunting" and "The Pursuit of Happiness", and you might get a glimpse into who I am.

5. State your vision for MUAA and what you hope to accomplish as president of MUAA National Board of Directors:

I met Greg Kliebhan, a former Executive Vice President for Marquette University, at a Wisconsin Business Hall of Fame fundraising event, put together by a non-profit organization I used to work for out of college. When I met him, he told me a story, where in the instance he had Dwyane Wade on one line and Doc Rivers on the other. He turns to me with eyes wide open and asks, "What do you do?"...I responded, "You put them on conference and say D. Wade meet Doc...Doc, meet D. Wade".

Presumably, he liked that answer, as he ended up writing a compelling recommendation letter that allowed me to attend the University of Wisconsin-Madison School of Business for an MBA. Throughout subsequent conversations, he explained there were some national headlines during the 90's that cast a negative light on Marquette University. These had been the specific reason the school had seen a decline in enrollment and prominence. Subsequently, the school has been working hard to remove this negative connotations, rebuild its infrastructure, bolster its enrollment numbers, and find a path back to prominent grounds in higher education circles in the country.

I'm still amazed at the magical transformation Marquette's campus has undergone in the short 14 years since I first set foot from a small Caribbean island. New library, administration building, law school, engineering school, dormitory halls, and the list goes on. As I sat in this year's first meeting, I could not help but be marveled, excited, and enthused of the tremendous redevelopment plans the school's master strategic plan calls for, as well as the ambitious major fundraising campaign to make this vision a reality. I can't help but wonder how we, as a group, came to have the honor to help the school transform itself into a top tier institution.

If I am fortunate to have your support and lead our group, these are the pillars of the vision:

- 1.) Leverage the body to in turn help the school secure the necessary resources to make the campaign and master strategic plan a success (who do we, as a collective group, can bring to the table to help the school)
- 2.) Develop avenues to serve the school during moments where they need someone to help tell the story
- 3.) Construct frameworks for alumni to serve as resources to current students to help make their visions a reality (i.e., student needs help getting in front of an alum to secure employment or business funding...call us, we'll help you make it happen)

On a personal note, Marquette University has set out on an ambitious goal of increasing its Hispanic student population from 10% to 25% of its overall numbers. I would like to serve as that story incoming students look to, as they ponder if their hard work and dedication can pay off in the long-term, to see an individual that looks like them embark on a journey that ends up at Marquette University helping the school make things happen.