

SUSANA ALVAREZ-DIAZ

Department of Management | Miami Herbert Business School | University of Miami
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Current Academic Rank: Assistant Professor of Professional Practice

Primary Department: Management

Citizenship: United States of America

EDUCATION

Ed. D. | Higher Education and Leadership - University of Miami, Coral Gables, FL

ZTA Foundation Scholarship

Dissertation – The Impact of Role Models on Female College Students' Satisfaction in Business
Majors and Career Pursuits

M.B.A. | Dual Concentration in Marketing and Management - University of Miami, Coral Gables, FL

B.B.A. | Major: International Finance and Marketing - University of Miami, Coral Gables, FL

Henry King Stanford Scholarship, Florida Undergraduate Scholarship, Honor Graduate

PROFESSIONAL EXPERIENCE

Academic

UNIVERSITY OF MIAMI, Coral Gables, FL

2008 – present

Assistant Professor of Professional Practice (2023 - present)

Miami Herbert Business School, Department of Management

Senior Lecturer (2019 - 2023)

Miami Herbert Business School, Department of Management

Lecturer (2012 - 2019)

Miami Herbert Business School, Department of Management

Adjunct Faculty (2008 – 2012)

Miami Herbert Business School, Department of Management

MIAMI DADE COLLEGE, Miami, FL

2004 - 2008

Adjunct Faculty (2004 – 2008)

School of Business Administration, North Campus

Non-Academic/Corporate:

ADG OMNIMEDIA, Miami, FL

2002 - present

Public relations, marketing, and branding consulting firm.

Founder & CEO (2002 - present)

AGILENT TECHNOLOGIES, INC., Miami, FL

1999 - 2003

Global technology leader in communications, electronics and life sciences.

Executive Management Consultant, *Worldwide Corporate Relations* (2003)

Public Relations Manager, Latin America Region (1999 - 2003)

HEWLETT-PACKARD COMPANY, Miami, FL

1993 - 1999

Global technology solutions provider to consumers, businesses and institutions.

Business Development Specialist, Semi-conductor Products Group, Latam (1999)

Marketing Program Integrator, Semi-conductor Products Group, Latam (1996 - 1999)

Account Manager, Computer Products Organization, Latam (1995 - 1996)

Order Processing Coordinator, Computer Products Organization, Latam (1993 - 1995)

PROFESSIONAL LEADERSHIP

Director of The Latina Project (2021 - present)

Miami Herbert Business School, Department of Management

Director of the Babiarz Fellows (2020 - present)

Miami Herbert Business School, Department of Management

Director of Entrepreneurship Programs (2012 - 2016)

Miami Herbert Business School, Department of Management

PUBLISHED WORKS

Authored Foreword in *Tap Into Your Potential* by Rick de la Guardia - ISBN-10- 1952538866

TEACHING

Teaching Awards

Excellence in Teaching Award | Miami Herbert Business School 2024

Excellence in Teaching Award | Miami Herbert Business School 2022

Excellence in Teaching Award | Miami Herbert Business School 2018

Teaching Evaluations

Average 4.8/5 Instructor Evaluation at University of Miami

Teaching Specialization (courses designed and/or taught):

University of Miami

Courses Taught:

Miami Herbert Business School, Department of Management, Undergraduate

- MGT 253 Introduction to Entrepreneurship
- MGT 354 Growing the New Venture
- MGT 455 Entrepreneurial Consulting
- MGT 357 The Mind of the Entrepreneurial CEO
- MGT 498 Ideation Practicum for Entrepreneurs

Miami Herbert Business School, Executive Education, Graduate

- US Army – Leading with Intent
- Prosegur – Change Management for Executives

- Pro Athlete Business Combine - Entrepreneurship Program for NFL players
- Next Chapter U – Entrepreneurship Program for retired NFL players

Bascom Palmer Eye Institute, Master of Science Program in Vision Science and Investigative Ophthalmology

- OPH 772 Management skills and Tools for Academia and Enterprises

Miami Dade College

Courses Taught:

School of Business, North Campus, Undergraduate

- International Business
- Small Business Management
- Introduction to Marketing

HONORS & AWARDS

May A. Brunson Award | University of Miami Women's Commission 2024

For the Love of the U Award | Miami Herbert Business School 2022

Delta Sigma Pi Business Fraternity | Special Initiate 2021

Iron Arrow Honor Society | University of Miami 2017

Entrepreneur of the Year Sunshine Award | South Florida Hispanic Chamber of Commerce 2008

Presidential SPARKS award from President/CEO of Agilent Technologies 2002

Presidential STAR award from President/CEO of Hewlett-Packard Company 1999

UNIVERSITY SERVICE

Dean's Representative - Innovation, Technology, and Design Executive Committee – ongoing since 2023

Faculty Advisor – Women in Business – ongoing since 2014

Faculty Advisor – uStart Entrepreneurship Club – 2016 - 2023

Judge – Management 100 Finalist Competition – 2022, 2023

Presenter – HBCUstart Program – 2022, 2023

Presenter – USTART Miami Herbert Pitch Competition – since 2022

Member – Miami Herbert Entrepreneurship Program Advisory Board – 2012 - 2021

Moderator – What Matters to U with Mitchell Kaplan - 2021

Moderator – 'Canes Conversations – Entrepreneurship Dos and Donuts – The Salty – 2021

Residential College Fellow - 2021

Faculty Contributor - Miami Herbert Huddle - UM Football Great Jason Fox: A Lesson in Resilience and Entrepreneurship – 2021

Foote Fellow Student Research Project Faculty Advisor/Coach – 2016

Host – ABC's Shark Tank at Miami Herbert - 2016

Presenter & Judge - Innovators for the Americas – CIBER – 2015

Host – ABC's Shark Tank at Miami Herbert - 2015

COMMUNITY INVOLVEMENT, CONFERENCES & MEDIA

Contributor - *CNN Dinero* on *CNN Español* – ongoing since 2018

City of Coral Gables RFP Evaluation Committee - 2021

Judge – Venture for America Competition - 2020

City of Coral Gables Economic Recovery Taskforce - 2020

NAF Mega Conference Speaker - 2019

WINLab Coach – Babson College - 2016

Mentor - Miami Dade College Idea Center - 2016

LATINA *Style* Business Series Keynote Speaker – 2016

Executive Director – STAYinFLA 501(c)3 – (ongoing since 2016)

Board Member - CUARTO – Cuban American Roundtable Organization – (2014 – 2016)
Board Member - Miami Dade County Women’s Commission - 2012
Board Member - ALPFA Miami – 2011
Member - Miami Dade County Public Schools, Attendance Boundary Committee – (2006 – 2008)
Mentor - University of Miami Business School Mentor Program – since 1994
Member - The Greater Miami Chamber of Commerce – (2005 - 2007)
Member - South Florida Hispanic Chamber of Commerce – (2004 -2008)
Development Chairwoman – Town of Miami Lakes Cultural Affairs Committee - (2002 – 2006)
President, Fashion Show Chairwoman, Florida Zeta Day Chairwoman, Keywoman and Alumnae/Collegiate
Chairwoman - Zeta Tau Alpha Women’s Fraternity, Miami Alumnae Chapter – (ongoing since 1994)