

guifre tort ortiz

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OBJECTIVE:

To add value through my experience to Puerto Rico, or any team I decide to be part of, by helping them achieve their goals and nourish their collective needs while bringing support to my family.

QUALIFICATIONS

I have invested sixteen years in the movie industry, twelve years of creative cost-effective problem solving, innovative design thinking, technology development for energy generation, patent holder, ten years as an entrepreneur, with administrative leadership, project management, and consulting experience, all, encapsulated within an architectural and artistic background. Having worked with low income communities around the Island, having served as a Board Member for Non-Profit Organizations, managing \$9.2M, and conceptualizing a \$16M Marine Business Research and Innovation Center for the development of Puerto Rico's Blue Economy through two EDA Grants, give me the tools and experience to solve and overcome any situation or need I may encounter.

EXPERIENCE

Non-For-Profit Organization:

- CO-FOUNDER & FORMER INTERIM EXECUTIVE DIRECTOR / BLUETIDE PUERTO RICO INC. a Federal 501(c)3 and a local 1101 organization with a very clear mission: "Influence, innovate, Support, and Increase the eco-responsible economic impacts of a sustainable "Blue Economy" in the US Caribbean". Part of the team that has brought \$25M in EDA funds through two grants (\$9.2M non-construction grant as applicants, having the UPR as co-applicants and a \$16M construction grant as co-applicants, being LRA the applicants), and responsible of the administration of the organization and the management of the grant's funding as well as the execution of the programmatic Organization's Scope of Work and Outreach. (from May 2018 to November 2021).

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- BOARD MEMBER:

- Bluetide Puerto Rico / Blue Economy (from 2018 to 2020)
- Agua Sol y Sereno / Cultural Organization (from 2019 to present)
- La Maraña / Community-based problem-solving design organization (from 2016 to 2018)

For-Profit Startups:

- FOUNDER / SELFEE MEDIA: A technological company that through the development of a mobile application The Selfee App, was looking to change the marketing industry through a loyalty program that paid people for their digital content interactions on their social media channels while nourishing brands with consumer-generated content and real time data of their behavior. Responsible for not only the idea, and concept but also, for putting together the development team, project management, creating the business models, and business structure, raising capital, running the operations, and reporting to the stakeholders and investors. (from 2016 to 2021).
- SUGAR CANE / **INVENTOR**: A Patent Pending grasslike low maintenance mechanical device that uses the force of the wind or the force from the ocean to generate renewable energy for individual households or for communities. (from 2019 to present)
- FOUNDER / GKP, LLC. / **INVENTOR**: A research and development group, focused on alternative energy generation technologies. GKP, has developed a New Technology to generate energy by way of vehicular traffic. Inventor of TEBS (Traffic Energy Bar System) and holder to its two (2) USPTO and PCT patents. (2008 – to present). Responsible for not only the idea, and concept as the inventor but also, putting together the development team, project management, creating the business models, business structure, raising capital, and reporting to the stakeholders and investors. (from 2008 to present)
- CO-FOUNDER / INNOVATION FUND CORP.: A company dedicated to alternative financing. Developers of the first reward-based crowdfunding platform in the Caribbean named, ANTROCKET.COM (from 2012 to present)
- FOUNDER / **INVENTOR** AT URBANIKO, LLC. a company focus on the research and development of energy efficiency technologies and holder to its USPTO patents. (from 2012 to present)

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- CO-FOUNDER / LA'GENCIA: A problem-solving consulting firm dedicated to helping its clients structure, re-invent themselves, innovate and grow. (from 2014 to 2017)
- CO-FOUNDER / NEEUKO; The Innovation Center of the University of the Secret Heart in Santurce. An open innovation space with an Idea Lab and a Fab Lab. (3D printers, CNC Routers, Laser Cutters, Robotics, Electronics, analog machinery for wood, plastics, metals, etc...) The Innovation Center worked not only as a Fab Lab but also as an incubator and accelerator for ideas, concepts, inventions, products, from students, faculty, communities, individuals, companies, and organizations. (from 2014 to 2016)
- FOUNDER / PREPRO, INC.: PrePro the first and only Puerto Rico Production Guide, a local yellow pages focused on the movie, advertising, and theatre industries in Puerto Rico. (from 2003 to 2008).
- CO-OWNER / BUYÉ BAR AND GRILL: A Restaurant and Bar located at the proximities of La Placita del Mercado, Santurce. (from 2000 to 2005).

Job Experience:

- FORMER INTERIM EXECUTIVE DIRECTOR at Bluetide Puerto Rico, Inc. (from Oct. 2020 to Nov. 2021).
- CONSULTANT; to the General Coordinator of the OFSA (Oficina para el Financiamiento Socioeconómico y la Autogestión de las comunidades especiales). (2012)
- CONSULTANT; to many Entrepreneurs and Companies. Helping them identify new business opportunities inside their own structures; through creative problem-solving thinking, giving them the right tools to build and implement innovative strategies for them to achieve their individual and collective goals. (from 2012 to present)
- **PRODUCTION DESIGNER & ART DIRECTOR** for the movie and advertisement industries; Responsible to interpret the Director's conceptual views and transform them into a reality through the eight sub-departments of the Art Department. Worked for several movies from multiple Studios and Networks at a local and international scenario. Some of those Movies are, Plaza Vacante, Expiration Date, Archipiélago, Cayo, King of the Avenue and The Caller among others. (from 1997 to 2013)

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- **SCENIC ARTIST** for the movie and advertisement industries; Responsible for creating the desired ambiance of a given set or location, reproducing textures, patterns, and layers through different painting techniques. Some movies, Havana Nights, The Hoax, The Good Shepard, and Princes Protection Program among others. (from 1997 to 2013)
- **SET DRESSER** for the movie and advertisement industries; Responsible for creating the right atmosphere through the set decoration based on the history period, and/or country where the story takes place, culture, and social strata of the characters. Some movies and Tv series, Dark Waters, Dream Team, Angelito Mio, Cuando Despierta el Amor, Rain, and Second Honeymoon, among others. (from 1997 to 2013).

COMPETITIONS

SKILLS

Design and Creative Thinker / Creative & Innovative Problem Solver / Innovation Consultant / Inventor / Concept Developer / Programs Developer / Social Entrepreneur / Startups Consultant / Network Builder / Creative Strategist / Business Thinker and Conceptualizer / Resourceful / Leadership and always willing to learn.

EDUCATION

- High School, Col. San José, Rio Piedras, Puerto Rico. (from 1985 to 1991)
- General Studies, University of Puerto Rico, Rio Piedra's Campus. (from 1991 to 1994)
- **BA in Plastic Arts, Majoring in Sculpture and Ceramics** from the Interamerican University of Puerto Rico, San Germán Campus in Puerto Rico. (from 1994 to 1997)
- Three years of an architectural program towards a Master's degree in Architecture from the Interamerican University of Puerto Rico, San Germán Campus in Puerto Rico. (from 1994 to 1997)

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REFERENCES

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More references are available upon request.