

Maité Hernández Zubeldia

Hobrechtstraße 42
12 047 Berlin
+49 176 45 84 44 62
maitezubeldia@gmail.com

PROFILE

While completing my bachelor's degree in economics at the Humboldt University, Berlin, I have gained hands-on experience in strategic and innovation consulting. During significant part of my employment history I have been involved in the development of tech-start-ups from universities and in implementing government policy to foster tech-entrepreneurship in a global context. As a native Cuban who has lived and worked in Germany and Canada for nearly seven years, I feel passionate about drawing on my international experience and bringing my skills into the field of social and tech-innovation in Cuba.

EDUCATION

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| HPI School of Design Thinking, Berlin Design Thinking Program, Basic Track | Sept 2015 – 2016 |
| Humboldt University of Berlin, Berlin Economics, Candidate (B.S. August 2016) | Oct 2012 – Present |
| University of Toronto, Toronto Exchange Program in Economics Department at Innis College | Sept 2014 – May 2015 |
| University of Havana, Havana German Studies (linguistics, translation and interpretation) | 2006 – 2010 |

PROFESSIONAL EXPERIENCE

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| <u>Project Management Assistant</u> <i>Centre for Entrepreneurship of the Berlin Institute of Technology</i> Berlin, Germany | June 2015 –present |
| <ul style="list-style-type: none">• Implemented a pilot project for the internationalisation of <i>EXIST</i> and coordinated the collaboration between partners from the four main Berlin Universities.• Assesed the application process of Israeli tech start-ups for the EXIST Business Start-up Grant.• Planned and organized their visits to Berlin. | |
| <u>Consulting Director</u> <i>180 Degrees Consulting</i> Berlin, Germany | August 2015 – March 2016 |
| <ul style="list-style-type: none">• Recruited five clients and professional mentors for the winter term 2015/16.• Defined scope of consulting projects; supervised and assisted the consulting teams.• Prepared input sessions and workshops for the consultants. | |

Research Assistant

Jan – April 2015

University of Toronto, Toronto

- Performed data analysis for public policy research on federal goods and service taxes.
- Ran simulations using the Social Policy Simulation Model and Database of Statistics Canada .

Consultant

Feb – August 2014

180 Degrees Consulting

Berlin, Germany

- Worked in a team designing a business model for Alma Sana Inc., a US-based 501(c)(3) social enterprise improving vaccination rates in Latin America.

Project Management Assistant

Oct – Dec 2013

Research Center Jülich

Berlin, Germany

- Supported the planning of the congress 15 Jahre-EXIST, with occasion of the 15 anniversary of the EXIST programme by the Federal Ministry of Economics and Energy.

Research and Strategy Intern

Aug – Oct 2013

Open QRS

Berlin, Germany

- Developed business strategy and supporting resources for the funding applications of OpenQRS, a project developing open source tools to assure the Quality, Reliability and Safety (QRS) of health care devices.
- Prepared data for the My LA2050 Grant Challenge's report in Los Angeles, USA.

Community Developer

Aug 2012 – Aug 2014

Centre for Entrepreneurship of the Berlin Institute of Technology

Berlin, Germany

- Developed a community of students interested in entrepreneurship and innovation.
- Advised students in aspects related to the creation of business start-ups.
- Organized events for the Centre for Entrepreneurship.

SOCIAL ENGAGEMENT

Founding Member

2012 – Present

MakeSense, Berlin

- Co-organized two annual "Sense Camp" conferences with 200 participants from all Europe discussing trends and needs of the social enterprise sector.
- Co-developed a thriving community of social entrepreneurs and young professionals.
- Hosted monthly networking events "Sense Drinks".

Initiator

Jan 2013 – Aug 2014

The Berlin Social Workshop

- Organized a series of design-thinking workshops to develop social business projects.
- Recruited mentors, coaches, experts and jury members.
- Facilitated the daylong experience and program sessions.

Founding Member

Dec 2011 – Mar 2013

Net Impact

School of Business and Economics, Humboldt University, Berlin

- Organized conferences and discussions with professors and industry professionals to address critical issues in the field of economics at Humboldt University.
- Covered topics including: green economy, social entrepreneurship, sustainable development and corporate social responsibility.

LANGUAGES

Spanish – native

English – fluent

German – fluent

French – semi-fluent

SKILLS & EXPERTISE

User-centered Design

Workshop Facilitation

Startups Incubation, Social Entrepreneurship and Strategic Consulting

Econometric data analysis

Basic HTML & CSS, Java, MySQL, InDesign and Adobe Premiere

Excellent organizational skills