



Eric Diaz

Partner & Director

Multicultural Advertising
Innovator | CFO | Marketing &
Advertising Consultant | Social
Media & Statistics Professor

eric@thenativa.com

[linkedin.com/in/ediaz33](https://www.linkedin.com/in/ediaz33)

3428 N. 15th Ave
Phoenix, AZ 85015
(650) 530 - 6508



Board Experience

Arizona Hispanic Chamber of Commerce | DATOS Board Member

2016 - Present

- Eric provides proprietary data analysis pertaining to the expanding Hispanic market for DATOS, an annual Hispanic market research publication and event. Eric's software company, O.Y.E., effectively tracks, segments, and monitors real-time online conversations allowing clients to make educated business decisions and develop culturally relevant communications with the fastest growing ethnic group in the U.S.

Phoenix College | Marketing Advisory Board

2017 - Present

- The role of the Marketing Advisory Board is for business professionals working in marketing and advertising to share guidance with Phoenix College, which is known as a Hispanic and Black serving institution. These meetings lead to the development of new courses and improvement of existing class content.

Collectivo | Board Member

2014 - Present

- The role is to provide guidance and strategy in online marketing and podcast planning for Collectivo which is an organization communicating in the intersection of race and culture. Collectivo is a collective of diverse professionals focused on multicultural conversations.

Business Experience

Nativa | Partner

2008 - Present

- Leads day to day activity for multicultural communications agency that focuses on underserved communities through digital marketing and culturally relevant content.
- Built value of the agency from zero up to over \$3,000,000 valuation as of August 2021.
- Expanded agency to Phoenix, AZ and successfully landed Global 2000 clients such as Dial Soap, Tone Skincare, Henkel, Bar-S, and Arizona State University.
- Led the merger and rebranding from DK Web Consulting to Nativa in the summer of 2013.

O.Y.E. Business Intelligence | Chief Financial Officer

2013 - Present

- Co-Founder of business intelligence SaaS company that provides multicultural segmentation via social media sources for clients both nationwide and internationally.
- Expanded multicultural intelligence to provide insights on both African American as well as Asian American consumers.
- Successfully landed contracts with Fortune 100 client MassMutual Insurance Group as well as well-known brands including Arizona State University, Bar-S, Big Lots, Gliss, Got2b, JobsOhio, Kroger, Schwarzkopf, Square, and White Castle among others.



Eric Diaz

Partner & Director

Multicultural Advertising
Innovator | CFO | Marketing &
Advertising Consultant | Social
Media & Statistics Professor

eric@thenativa.com
[linkedin.com/in/ediaz33](https://www.linkedin.com/in/ediaz33)
3428 N. 15th Ave
Phoenix, AZ 85015
(650) 530 - 6508



Coworking on 15th Ave | Principal

2013 - Present

- Founder of coworking space in central Phoenix whose mission is to provide workspace for entrepreneurs from all fields, who enjoy a healthy lifestyle in a collaborative environment.
- Provides affordable office space to 12-20 members of the central Phoenix small business and non-profit community.

Staples, Inc. High Growth Markets | Shanghai, China Logistics Team

2007 - 2008

- Successfully opened modern warehouse while living and working in Shanghai, China in January 2008 by assuming project management roles such as construction site evaluation, contract enforcement, staffing and training, office layout design, and process development.
- Designed inventory plan for 77,000 square foot warehouse. Improved efficiency of picking sequences and replenishment rotations within the warehouse.
- Attended warehouse vendor expositions, sought quality vendors, and used RFP negotiation skills to achieve over 15% cost reduction in \$1,100,000 of warehouse equipment purchases.

Staples, Inc. Corporate Office | Project Manager

2004 - 2007

- Facilitated integration of \$200M company acquisition through training and operations.
- Led \$100,000 project to bring an interactive full line catalog to the StaplesLink.com website.
- Supervised teams of 40 hourly associates in Midwest warehouse, exceeded Box per Hour goal by 0.6 boxes and quality goal by 0.5% errors, producing over 200K cartons a week and handling 25% peak volume spike.
- Developed fulfillment center operating procedures for innovative recycling program, targeting \$6M in incremental sales for 2006. Program provided profitable returns and a green reputation.
- Co-led team of 50 drivers and 10 freight loaders at package delivery operation in achieving 99% service goal, making cargo loss goal by 0.2% while delivering over 17,000 cartons a week and handling peak volume spike of 35%.

Unilever - Home and Personal Care | Logistics Center

2003 - 2004

- Reduced shipping costs by 12% by maintaining customers' accounts under contract terms.
- Identified service improvement opportunities for the 11th largest account (Walgreens).

Teaching Experience

Phoenix College | Adjunct Business Professor

2018 - Present

- Educate 20 learners on business applications of descriptive and inferential statistics, measurement of numerical relationships, and statistical process management. Includes the use of spreadsheet software for business statistical analysis.



Eric Diaz

Partner & Director

Multicultural Advertising
Innovator | CFO | Marketing &
Advertising Consultant | Social
Media & Statistics Professor

eric@thenativa.com
linkedin.com/in/ediaz33
3428 N. 15th Ave
Phoenix, AZ 85015
(650) 530 - 6508



- Developed and teach CIS111 course, Ethics in IT. Course provides critical inquiry of ethical challenges in information technology, professional and corporate responsibility, government regulation, fiduciary responsibilities, and infringement of intellectual property.
- Developed and teach CIS103 course, Social Media for Business. Course goal is for students to identify and explain online technologies for personal, academic, and business applications while understanding the privacy and security issues associated with an online presence.

Education

Northeastern University 2008

MBA - College of Business Administration - Finance

The Ohio State University 2004

BS - Business Administration - Double Major Marketing & Transportation

Awards & Achievement

- 2021 - [Brillante Award for Entrepreneurial Excellence - Prospanica](#)
- 2021 - [AMA Spectrum Awards – Excellence in Multicultural Marketing](#)
- 2020 - [Phoenix BizTech Awards, Minority-Owned Business Of The Year](#)
- 2019 - [Diverse Founders Panelists at SXSW – Selection by Southwest Airlines](#)
- 2017 - [AMA Spectrum Awards – Excellence in Multicultural Marketing](#)
- 2017 - [Inaugural Startup Week Street Pitch – \\$50,000 First Prize for OYE Technology](#)
- 2016 - [Jumpstart Inc.'s Startup Scaleup Pitch - \\$25,000 First Prize for OYE Technology](#)
- 2016 - [ALPFA 4 Under 40 – co-founder Eric Diaz](#)
- 2016 - [United States Hispanic Chamber of Commerce \(USHCC\) BizPitch Winner](#)
- 2006 - Awarded \$65,000 Prospanica (NSHMBA) Merit Scholarship

Podcast and Speaking Events

- 2021 - [Roadtrip Nation - Young Professionals Mentorship Program](#) – Phoenix, AZ
- 2021 - [Urban League Summer Scholars Economic Empowerment Program](#) – Phoenix, AZ
- 2021 - [Master Class - Stay True to You While Working with Brands](#) - Virtual
- 2020 - [Racial Equality and Corporate Diversity - Are Businesses Walking the Talk?](#) - Virtual
- 2019 - [Diverse Founders Forum at SXSW](#) - Austin, TX
- 2019 - Latinx Influencer Workshop Movement - Phoenix, AZ
- 2019 - Corporate Diversity – Do they Walk the Talk? - Phoenix, AZ
- 2019 - [Online Multicultural Leaders at CES](#) – Southwest Airlines Selection - Las Vegas, NV
- 2018 - [Nationwide Insurance Business Solutions podcast](#) - Columbus, OH
- 2018 - Diferente: [Social Media Future & Why Diversity is under Attack podcast](#) - Miami, FL
- 2018 - The Big Pitch at CEI – Featured Speaker on Marketing/Advertising – Phoenix, AZ
- 2018 - YEA (Young Entrepreneurs Academy) CEO Panel – Phoenix, AZ
- 2017 - [Startup Street Pitch Winner for OYE Intelligence software](#) – Phoenix, AZ
- 2017 - [LatinX Movers & Marketers at Collectivo](#) – Phoenix, AZ
- 2017 - College Success Arizona Symposium – Keynote Speaker – Phoenix, AZ

Additional Skills

Retail Marketing, Influencer Marketing, Digital Marketing, Online Advertising, Marketing Strategy, Web Analytics, Social Media, Social Listening, Entrepreneurship, Corporate Finance, Accounting, Statistics