# Aarón Cervantes

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(915) 881-7715

## Education:

**Masters in Science of Information Technologies**        12/13
University of Texas at El Paso

**Masters of Business Administration**        05/09
University of Texas at El Paso
**Concentration:** Computer Information Systems

**BS in Computer Science**        05/06
Universidad Autónoma de Chihuahua
**Concentration:** Software

## Relevant Experience:

**Director of Operations, University of Texas at El Paso**
**Mike Loya Center for Innovation and Commerce**        06/15 – Present

- Direct the operations of the Center, including development and delivery of programs, budgeting and managing Center accounts, fund-raising, recruitment of students for academic and extracurricular programs, coordination between the College of Engineering and the College of Business Administration for matters related to innovation and entrepreneurship, development of the region's ecosystem for innovation and entrepreneurship, and recruit, train, manage, and evaluate Center staff.
- Develop, design, implement, and direct innovative programs in innovation and entrepreneurship education that serve as a core function of the Center. These programs include "Grand-Challenge" format workshops, weekend startup initiatives, and innovator-in-residence programs.
- Organize annual business plan venture competition, including coordination with and recruitment from universities in the region in the states of New Mexico, Texas, and Chihuahua.
- Build relationships with community and business leaders in the city and region to support the Center's goal of building the region's ecosystem for innovation and entrepreneurship.
- Mentor multidisciplinary teams to participate in national and international business plan competitions.
- Administer fellowship funds for the Mike Loya Graduate Research Fellows, the Mike Loya Joint-Degree Fellows, the Mike Loya University Innovation Fellows, the Mike Loya Research in Innovation Fellows, and the Mike Loya Commercialization Fellows programs.
- Design and develop curricular content for the Graduate Certificate in Innovation and Entrepreneurship.
- Assist in seeking outside sponsorships and additional funding for current and proposed programs along with the Center's directors.
- Perform grant-writing functions.
- Ensure operational efficiency and economy of the student incubator The Mine.

**Center Coordinator, University of Texas at El Paso**
**Mike Loya Center for Innovation and Commerce**        11/12/2012 – 05/31/2015

- Developed an entrepreneurial ecosystem through coordination with other UTEP and external research centers related to innovation and commerce.
- Recruited students to participate in different educational initiatives.
- Developed working relations with student organizations.
- Implemented administrative procedures for information processing, record maintenance,

funding compliance.
- Established recordkeeping and documentation procedures and monitor records for appropriate information retention.
- Coordinated communication efforts/marketing plans for the programs.
- Responsible for the design, layout and coding of several websites.
- Coordinated budget requests, monitored budget expenditures, and made adjustments as necessary.
- Aided with grant-writing functions to include researching/identifying funding opportunities, generating required documentation, establishing budgetary needs, and submitting proposals.

## Certifications:

- **Graduate Certificate in Cyber-Security**
  University of Texas at El Paso, 2013.
- **Train the Trainer – NSF Southwest Node**
  One of only three selected participants in the Train the Trainer program by the NSF Southwest node to receive hands on training from NSF I-Corps Faculty in Summer, 2015 in the deployment of I-Corps Training on campus.

## Publications:

- Novick, D., Cervantes, A., Santaella, B., Andrade, C. (2013). Short-term methodology for long-term usability. *Proceedings of the 30th ACM international conference on Design of communication*, 205-212.
- Novick, D., Kendall, M., Cervantes, A. (2017).  Integrating the I-Corps Experience into Undergraduate Engineering Education. Proceedings of the Open 2017 conference by VentureWell.

## Grants:

- "Adoption and Support of UT System Mentoring and Talent Initiatives," University of Texas System, 4 Months beginning in April 8, 2017, PI, $13,500.
- "UT-EN El Paso Regional I-Corps Program," University of Texas System, 10 Months beginning in March 1, 2016, PI, $25,000.
- "UT-EN El Paso Student Accelerator Program," University of Texas System, 9 Months beginning in April 1, 2016, PI, $30,000.

## Skills:

- **Development:** C++, Delphi, Visual Basic, Java, RDF, XML, OWL, Protégé.
- **Web:** HTML5, PHP, CSS3, JavaScript, JQuery, Dreamweaver.
- **Database:** Access, My SQL, Oracle10g, SPARQL.
- **Design:** Adobe Creative CS6, Flash, Camtasia Studio8, iMovie, Audition, Premiere Pro, Final Cut Pro.
- **Platforms:** Windows, VMware ESXi, VCenter Server, MS Server 2003, 2008, 2008R2; Familiar with Linux (Ubuntu, Kubuntu) and Mac OSX.
- **Networks:** HP OpenView, Cacti, Cisco Equipment.
- **Other:** MS Office, MS Desktop Optimization Package, Antivirus, Avaya, Active Directory, GPO's, EnCase, Blackboard, Preventive and corrective maintenance (Software and Hardware).

## Summary of Qualifications:

- Strong troubleshooting and problem solving skills
- Grant writing skills
- Ability to use project management methodology to keep projects on time, on schedule, and

on budget (PMI member)
- Strong understanding and background in technology resources
- Bilingual (fluent in spoken and written English and Spanish)
- Well developed interpersonal and communication skills
- Leadership Skills
- Experience coaching startups for regional, national, and international business plan competitions
- Well-versed in Lean Startup, Business Model Canvas, and i-Corps (NSF) methodologies