

## Melvi Davila

**M**elvi Davila, Founding Partner and Executive Director of the firm, PR Innovation and Founder Director of Peru Agribusiness Association. Davila has remarkable qualities to interrelate with different ethnic groups. Her work as social activist and as commercial promoter of Peru in the United States have given her the experience and capacity to get to the highest social and political figures.

Davila, currently serves as a Steering Committee Member of Rutgers University's annual Ready to Run Program Davila is also a representative of the Peruvian Federation of Peruvian Journalists to New Jersey.

In 2010, Davila had the vision to start the International Food and Beverage Seminar "Peru, strategic food supplier for the world," which is held once a year in New Jersey in conjunction with Rutgers University. It brings government of Peru expositors, investors, and entrepreneurs interested in the agroindustrial business.

Davila has served as Public Relations Associate for West New York Mayor Sal Vega.

Davila has worked as a supervisor founder of the Peruvian reformed pension system at the Administradora de Pensiones del Grupo Crédito AFP UNION. This reform was during a time of financial crisis and virtual collapse of the state-run pension system. The system consists of funds controlled by five competing pension fund management firms known as Administradoras de Fondos de Pensiones, or AFPs. Also, Melvi has worked as a sales manager for Compañía de Seguros Pacífico Vida which owned 2 AFPs in that time (1998-2000)

Peruvian born and bilingual, Davila got her Public Relations and Communications undergraduate degree in Sales Administration from the University of Piura.

Honors, Awards and Prizes:

- Recognition by Senator Brian Stack as the Peruvian of the year (2008)
- World Conference prize winner of ALICO-AIG 98
- Winner of "El cielo es el límite" (The Sky is the Limit) contest of Panamericana TV channel (1998-2000)
- Recognition for her outstanding contributions to the Peruvian Community by Mayor of West New York, Silverio Vega, and the Board of Commissioners (2010)
- Recognition by the Municipal Council of the City of Newark for her hard work and dedication in helping the Peruvian Community. Melvi assisted Peruvians with their business needs and exportation needs between the USA and Peru through Peru Agribusiness Association, a non-profit organization that promotes global investments in agricultural and aquacultural industries (2011)
- Selected twice as "Godmother of the Year" by Hispanic organizations (1998-2000)