

Arturo Pelayo

global media alchemist

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arturopelayo

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get to know me:

My name is Arturo, and my passion is all about interconnecting people. My focus is on exploring new ways to find ROI by getting to know people and helping them discover their hidden talents. The easy way to hire someone is to find people who know A+B and has an understanding of C. But what does that get you, other than more of the same? I think that by looking for someone who knows more of the alphabet, you can discover interconnections that can provide high leverage to an organization. My passion is interconnecting people and leveraging media technology for knowledge co-creation...I am a media alchemist.

languages: native Spanish, fluency in English and working proficiency in German and French.

global experience:

I provide unique know-how in social networking and have led its mass-mobilizing power with great efficiency and entrepreneurship. My global work experience goes across four continents in North & Central America, Western Europe and the Asia Pacific Region. From living and working in over a dozen countries (and even on a cruise ship!), I provide rapid transitioning from ideas and concepts to lead through creative diligence their tangible successes. In me you will find someone that brings about change through teamwork and who can lead you in the new horizontal social global economy.

2008 Founder, The Kaleidoscope, NPO.

- Social network to eventually initiate a global NPO that provides continuity of involvement of known global leaders to social causes.

2008 Instructional Designer, NautiCast for Western Illinois University.

- Solely produced NautiCast, the first-ever Higher Education podcast series based on a cruise ship that transverses the globe through 16-weeks and visited Greece, Portugal, Panama, Ecuador, French Polynesia, New Zealand, Australia, The People's Republic of China and Hong Kong.
- Collaborated with the United Nations, Government Agencies, Private Companies, NGOs, NPOs and individuals from over 55 nationalities and 67 languages during production stage.
- Produced over 17 hours of video and audio content delivered in over 80 episodes in iTunes U.
- Remotely coordinated the onboard podcasting club through China, Thailand, India, Seychelles, South Africa, Cape Verde, Turkey, Lisbon and the Netherlands.

2007 Social Networking Community Evangelist, The Scholar Ship on facebook.

- Achieved 85% collection and early interaction of participants of inaugural class that had a zero installed base and zero means of effective prospective participant communication. Organic growth to over 700 by first anniversary. Over 60 nationalities and 70 languages & dialects.

- Facilitated the advance creation of 9 student groups; spearheaded early networking (sourcing for scholarships, planning of independent travel, creation of onboard life programs, simulations and seminars among others). Created and managed a sister social network in NING.

2006 Instructional Designer, iTunes U Podcasting Initiative.

- Dynamically interconnected Faculty, Staff and Students from 13 academic departments of COEHS in the pilot rollout of the iTunes U podcasting service to a 12,000 strong campus.
- Co-created a strategic plan to consolidate our portfolio of Content Management Systems (Blackboard, WebCT Vista, Moodle and now iTunes U) while keeping in center stage the human component and richness to learning and knowledge co-creation.

2005 Nuclear Systems Engineer, Siemens Healthcare, Molecular Imaging Group.

- Led a \$12M USD lab reorganization project that impacted over 135 engineers.
- Improved efficiency of lab by 60%, reduced waiting times & idle times by 75%.
- Eliminated scheduling conflicts with dedicated test days for each functional engineering group.
 - Utilized existing infrastructure in unused vertical organizers from manufacturing floor to create digital photo inventory, sort and collect all equipment, parts and accessories for research, maintenance, troubleshooting workflow.
- Developed IEC validation for Symbia product family to allow the product to be sold in China.
- Flexible work in multiple projects outside of Systems Engineering:
 - User Experience: Testing and development of 'facelift' for e.Cam.
 - Industrial Design: Reliability and interaction for heavy patient range and its impact in image quality and scanner range with a maximum deflection angle (bed tilt).
 - Advanced Research: Microdosification and Image quality (early approach to "HD" capture).
 - Electrical Engineering: In charge of testing ECG compatibility and integration with Symbia across contractors, participated in system level chip design reviews.
 - Reliability & Uptime: To gauge new warranty & servicing agreements for optimum profit margin.
 - Nuclear Isotope handling: Trainer for handling of solid and manufacturing of liquid isotopes for reliability, image quality and onsite replication of issues.

2005 Materials Engineering Sourcing Analyst, Siemens Energy & Automation.

- Reduced onboarding time of analysts by 2 weeks by developing instructional handbook as a complete guide to all duties of analysts
- \$60,000USD weekly budget to coordinate purchases of outsourced parts, raw materials to sustain factory at peak production months.

2003 Materials Engineer for Computed Tomography, Siemens Healthcare. Germany.

- Analyzed materials for contracts to outsourcing partners for frame durability, strain & failure.
- In charge of uptime services for Engineers in the Materials, Chemistry & Physics Groups.
 - Delivered flawless testing equipment for remote site long term Computer Tomography (CT) prototype testing.

publications:

2008 "The Challenges for Instructional Design of Shipboard Instruction", Handbook of Research on Human Performance and Instructional Technology. Texas Southern University. Houston, TX. 08/08

global education:

My most important educational background comes not from school, but from getting to know customers in their playing field, meeting them eye-to-eye and not "dealing" with people, but LEADING with them. Not getting ahead of them, but coming arm-to-arm into a world of opportunity.

- 2008 USA Masters Degree in Instructional Design & Technology**
Western Illinois University.
- 2007 At sea International Communications & Multicultural Leadership Certificate.**
The Scholar Ship accredited by Macquarie University / Australia.
Institute for International Education Scholar (\$12,000 USD).
- 2005 USA General Physics, Bachelor of Science.**
Western Illinois University. Macomb, IL.
- 2001 Germany Language, Culture, Science & Technology Course.**
Munich Technical University.
Deutscher Akademischer Austauschdienst (DAAD) Student Scholar.
- 2000 Mexico High School Diploma, TEC de Monterrey.**
Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM).

campus work:

- 2004-05 Office of Affirmative Action & Office of Student Activities, WIU.**
Trainer for glbt safe space program.
- 2000-05 Computer Science Department, WIU.**
Instructor & support to students on CS 101 lab.
- 2000-05 eLearning Solutions Assistant, CAIT.org**
Database developer & distance learning:
Taught Spanish I & II on Satellite broadcast to over 400 students across the continental USA through DirecTV.
- 1999-00** Personal Assistant, Class Director, High School.
- 1997-99** Administrative Assistant, School of Graduate Studies, TEC de Monterrey.

campus entrepreneurship:

- 2000** 1st place award for best mock-up company & product.

campus leadership:

2004-05 Committees: University Strategic Plan & Quality of Life,

2004-05 President, International Friendship Club

- Increased funding by 60%, providing the appointment of an Administrative Advisor, 3 full time Graduate Assistants.
- Integrated the largest Student Organization into the Student Services Division.
- Transformed a vertical organization into a horizontal culture.
- Improved campus diversity and quality of life by +24 adopted initiatives.

2003-04 Vice President, International Friendship Club

- Appointed first web strategist executive position.

2002-03 Public Relations, International Friendship Club

- Spearheaded transition into a fully digital portfolio & historical database.

awards:

2008 Who's Who Among Students in America's Colleges and Universities.

2007 18th Annual WIU President's Excellence in Diversity Award.

2005 First Hispanic Student to graduate from a Bachelor of Science in Physics at WIU.

2005 Who's Who Among Students in America's Colleges and Universities.

2005 Graduated with Special Recognition Honors by the Office of the President.

2005 Blue Key National Honor Society Inductee in 2005.

2005 University Foundation Scholar 2000-2005.

2004 National Dean's List Honoree. Inducted in the 2004-2005.

2004 Dean's List, College of Liberal Arts & Sciences, WIU.

2008 Society of Manufacturing Engineers' 2001 Scholar.

associations:

- Founding member of the Alumni Council and its board of members, The Bridge.
- National Association of Foreign Student Affairs (NAFSA).
- Amnesty International.
- Certified Scuba Diver by the National Association of Underwater Instructors (NAUI).