



Andrea Gomez



Andrea Gomez is a seasoned consultant with expertise in project management, marketing, diversity, and inclusion. She currently serves as the Program Associate Consultant for the Festival of the Diaspora (FOTD), a prestigious global event that celebrates and promotes cultural diversity while connecting diaspora communities worldwide. With a strong commitment to fostering cultural inclusion and belonging, Andrea plays a pivotal role in managing relationships with attendees and corporate sponsors, devising impactful engagement strategies, and overseeing communication, marketing, and social media initiatives to ensure the resounding

success of the festival.

Prior to her role at FOTD, Andrea excelled as marketing consultant at Similarweb, a renowned Israeli analytics startup specializing in competitive intelligence and digital insights for businesses. Her strategic approach and exceptional skills helped establish the startup as a trusted industry authority. Andrea's proficiency in project management at Similarweb was instrumental in developing and executing effective protocols that fostered collaboration between design and content teams. Her strategic approach streamlined workflows and implemented automated processes, significantly improving workload distribution and ensuring efficient achievement of key performance indicators (KPIs). As a project leader, she diligently monitored progress, identified potential bottlenecks, and ensured timely and budget-conscious project delivery. Under her leadership, the teams consistently delivered high-quality content that surpassed stakeholders' expectations.

Andrea holds a bachelor's degree in International Relations and Politics from the Military University in Colombia. She began her career as a Legislative Consultant for the Senate of Colombia, working alongside former Senator and Governor Eugenio Prieto, advocating for people's rights, particularly those related to public service users in Colombia. Building upon her experience, Andrea transitioned to Canada, where she found her footing as an operations manager at Air Canada, a leading airline. Additionally, she worked as a communications and public relations consultant, leading reconciliation and inclusion projects for the Mowachaht-Muchalaht First Nation of British Columbia and collaborating with renowned Canadian nature photographer Ron Smid on initiatives for the Pacific Rims Art Society. Andrea also facilitated the sale of unique art pieces to collectors worldwide, generating over \$100,000 in revenue per piece sold.

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