

Salvador O. Acevedo  
5 Third St. Ste. 925, San Francisco, CA 94103.  
415. 4505 6229.  
[salvador@scansion.com](mailto:salvador@scansion.com)  
[Linked in profile](#)

### **Summary of Related Experience**

For over 20 years, as an executive, consultant and researcher, Mr. Acevedo has helped link the social capital of organizations with business opportunities for growth. Salvador is deeply interested in the commonalities that connect people and communities — whether they be collective experiences, shared perspectives or points of arrival — and applies those insights to develop innovation strategies that are beyond multicultural and instead truly intercultural.

Salvador has worked with numerous organizations in the private and public sector on projects ranging from consumer intelligence to organizational transformation, always with the goal of adapting practices and policies to changes in society. Being bilingual and bicultural gives him the ability to more easily recognize the common-ground bases for successful marketing and innovation solutions.

Salvador is a regular speaker at conferences around the country on topics of cultural participation, cultural competence, and demographic and technology trends. Salvador earned a Masters Degree in Communications from Universidad Iberoamericana in Mexico City, a diploma in marketing from the University of California, Berkeley, and is certified by Research in Values and Attitudes, Inc. (RIVA, Inc.) as a qualitative market researcher. He is a recipient of the 2008 Latino Business Leadership Award, given by the San Francisco Hispanic Chamber of Commerce, San Francisco Business Times and Wells Fargo.

### **Education**

- 1993. Master's degree in Communications. Universidad Iberoamericana, Mexico City. *Suma Cum Laude*.
- 1989. Bachelor's Degree in Psychology. 1989. Universidad Nacional Autónoma de México. Mexico City.
- 1989. Diploma in Acting and Performing Arts. 1989. Centro Universitario Cultural. Mexico City.
- 2000. Diploma in Marketing. University of California Berkeley. California.
- 2006. Certification as Qualitative Market Researcher. 2006. Research in Values and Attitudes. D.C.

### **Professional Experience**

- 2015 - present. **Scansion**, VP of Strategy and Senior Partner.
  - Customer-centered innovation strategist, with a focus on culture and cultural identity.
  - Senior partner and member of the senior management team.

2003 - 2015. **Contemporanea**. Founder and Principal.

- Developed research based initiatives for clients, ranging from large organizations to small grass roots groups, in order to increase new audiences participation, and solidify current ones. Ethnically diverse and underserved populations have been a focus of Contemporanea's work, working directly with clients such as Chrysler, Carhartt, Nike, San Francisco Symphony, California Academy of Sciences, or through foundations and associations such as the James Irvine Foundation, American for the Arts or the Washington State Arts Council, among others.
- Launched two research related initiatives: the Latino Experience in Museums study and the Cultural Anchors Assessment, both with the goal of helping informal education organizations to understand and engage diverse audiences.
- Extensive workshop and training development, as well as public speaking engagements, that have pushed the field of cultural participation towards more inclusive and socially-relevant practices.

2001 - 2003. **The Mexican Museum**. Director of Marketing and Communications.

- Restored the museum's public presence in the community after 1.5 years of non public operations.
- Developed award-winning communications for the museum.
- Negotiated and managed audience development and collaboration agreements with top organizations and individuals, both in Mexico and in California, which supported the Capital Campaign strategy.

1997 - 2000. **Mexican Cultural Center**. Deputy Director.

- Increased funding by 40% in two years, using development strategies new to the organization.
- Developed an organizational reorganization that increased impact in the community and maximized resources.

## **Relevant Publications & Public Speaking Engagements (partial list)**

Speaking Engagements

- **National and international conferences on topics such as cultural participation, cultural identity and communications, institutional change, and cultural marketing.**

Publications (partial list)

- *"The Latino Experience in Museums" May 2015. **Web report.***
- *Interculturalism: A New Way of Understanding Audience Engagement. **Dimensions Magazine / Association of Science and Technology Centers.** September-October 2013.*
- *Beyond Binaries: The Simplicity of Engaging Complex Audiences. **National Arts Marketing Project Newsletter.** May 2013.*
- *The Browning of Arts and Culture (Part I and II). **American for the Arts newsletter.** June 2010.*

## **Professional Associations**

Qualitative Research Consultants Association. Member.

SPUR. Member

**Abilities**

Bilingual in Spanish and bicultural.

Conversational French

Proficient on productivity software, and Internet.