

Eliut D. Flores Caraballo, PhD

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Professional Work Experience:

1995-Present **Full Professor (Tenured)**, Graduate School of Information Science and Technologies (EGCTI, in Spanish), University of Puerto Rico (UPR), San Juan, Puerto Rico. Accomplishments include:

- Designer and implementer of the EGCTI's SharePoint Repository (2015)
- Member of the Chancellor's Distance Education Committee and co-author of the Proposal to develop the Distance Learning Office of UPR-Río Piedras (2012-2014)
- Co-Author of the new curriculum on the Information Science and Technologies' masters degree, with emphasis areas in library science and knowledge management.
- Co-organizer of the First Knowledge Management Conference of Puerto Rico, sponsored by the EGCTI and the City of Caguas, held October 25-26, 2007, at the *Centro de Bellas Artes de Caguas*.
- Technical Director of the Puerto Rican Digital Library Project. This project created a high-end, online browsing, research and online ordering system to house millions of images, sound, text, and video files of historical significance for the People of Puerto Rico. The Puerto Rican Digital Library Project is published by the Library System of the Río Piedras Campus of the University of Puerto Rico and sponsored by the Chancellors and the President of the University of Puerto Rico and the National Endowment for the Humanities.
- Created and coordinated the construction and operation of the Caribbean Virtual Classroom, a fully-featured \$350,000 USD interactive videoconferencing classroom and control room commissioned by the Caribbean Resource Center to offer distance education and remote communication services to the academic community of the Río Piedras Campus of the University of Puerto Rico. Charged with the conceptualization, design, and construction of this facility and with the design of all its operational policies and procedures. This facility has been operational since July 1998.
- Served as member of the Academic Senate from 2001-2007, Member of the Academic Senate Permanent Committee on Faculty Affairs and Chair of the Senate Special Committee on Process Reengineering
- Created and taught multiple new graduate courses on information science and technologies and knowledge management: Introduction to Information Technologies (IT); Developing a consulting practice on IT; Database design; Multimedia production, CD-ROM and Web Site design; Developing Integrated Document Management Systems, Interdisciplinary Seminar on knowledge management.
- Designed the Internet infrastructure for the School, installed access points in each classroom, office and computer lab. Continue to serve on the Technology Committee in charge of the School's IT infrastructure.

- Coordinated the Information Technologies and Higher Education Research Network of the Atlantea Project, the Caribbean Initiative of the University of Puerto Rico (1996-1997). Designed the information technologies strategy of Atlantea, an organization which supports research efforts by hundreds of college professors throughout the Caribbean. Designed the web site for the organization based on Lotus Domino technology.

1991-1996

Associate Professor and Director of the Research and Documentation Center, School of Public Communication (COPU), University of Puerto Rico, San Juan, Puerto Rico. Supported research efforts of COPU faculty and students and directed several research projects at the School of Public Communication. Accomplishments include:

- Created the first computer-aided survey center at the University.
- Conducted institutional and commercial surveys and market studies for commercial and institutional clients.
- Designed and implemented the first non-linear video editing suite at the University using Avid Media Composer technology at a cost of \$100,000.
- Designed and supervised implementation of the Internet infrastructure for the School.
- Taught undergraduate and graduate courses on research methodology, media culture and audience research. Director of several master-level thesis.
- Collaborated with the Dean of Graduate Studies and Research (DEGI), University of Puerto Rico, Río Piedras Campus in the development of the Dean's information technologies' strategy. Editor of the Dean's newsletter (Enlace) up to 1996. Founded and worked as the first General Coordinator of the Information Technologies Users Group (GUTI@RRP, in Spanish), the first IT user group created at the University (1994-1996).
- As Research Director of the Corporation for the Development of the School of Public Communication (CORCOM), San Juan, Puerto Rico offered marketing and media research services to university and outside clients. Clients included Empresas Picú, and Distribuidora Norma. Responsibilities included marketing, sales, research design, project direction, senior level strategic planning and research consulting and service to the accounts (1991-1996).

2004-2009

Lecturer, Doctoral Program of the Graduate School of Business Administration, Turabo University, Gurabo Puerto Rico. Accomplishments include:

- Revision and teaching of doctoral courses in knowledge management technologies evaluation and implementation (MANA 815) and Information Security (MANA 825). Also a doctoral level course on Knowledge Management (MAIS 832)
- Thesis advisor to doctoral students working on knowledge management research. Completed and graduated three dissertations by 2009.

1995-1999 **Founder and owner of IMCR, Inc.:** International Marketing and Communication Research, a consulting company offering services in social research, Information Technologies, and marketing. Clients included Intech, the *Grupo de Consultoría en Servicio y Planificación Social*, which hired IMCR to organize, conduct and analyze 17 public hearings throughout Puerto Rico for the Department of Social Services and the Federal government on family preservation and support. This company was later substituted by KManagement, Inc.

1989-1991 **Director of Hispanic Research,** Norman Hecht Research, Inc., Syosset, New York. Directing research projects in general market and Hispanic marketing and media research. Serving as account executive for all major Hispanic clients including Univision, Telemundo, AC Nielsen, Pegasus Broadcasting and Funk & Wagnalls. Responsibilities included sales, research design, field research supervision, data analysis, report writing and presentations to clients. Regularly involved in managing primary research, moderating focus groups and conducting secondary data analyses, including studies of ratings services' methods and reports. Accomplishments include:

- Creating the marketing effort of this media/marketing research firm in the Hispanic market, which resulted in the expansion of the Hispanic client base of the company
- Developing a computerized database management service for the Hispanic market
- Creating a syndicated service prototype to address the needs of Hispanic advertising agencies, broadcasters and publishers
- Designing a prototype Hispanic product usage syndicated service

1985-1987 **Communications Instructor and Director of Broadcast Services,** Alderson-Broaddus College, Philippi, West Virginia. Taught undergraduate courses on: Radio and Television Production, Newspaper & Publications Design, Human Communication, Introduction to Broadcasting, Introduction to Journalism, Advertising Theory & Principles, Communications Law, Broadcasting Practicum, Film & Media History and Social Issues. Advisor to WQAB-FM, the college's radio station. Also led a fund raising effort to upgrade the video production facilities of the college and produced promotional videos for the Physician's Assistant and Humanities' academic programs.

Jan-March 1986 **Production Consultant,** WLYJ-TV channel 46, Clarksburg, WV. Redesigned the on-air look of the station, supervised and reorganized the production personnel, and created new original programming concepts.

1984-1985 **Communications Instructor,** Universidad del Sagrado Corazón, Santurce, Puerto Rico. Taught Television & Radio Production and Mass Media History.

Education:

2008 **K.M. Latin America 2008 / 6th. Latin American Graduate Program in Knowledge Management and Intellectual Capital,** School of Economy and International Studies, University of Belgrano, Buenos Aires, Argentina.

1987-1991 **PhD in International Communication,** Radio-Television-Film Department, College of Communication, University of Texas at Austin, August 1991.

1983-1984 **Master of Science in Telecommunications,** Syracuse University, New York, 1984.

1978-1982 **Bachelor of Arts in Comparative Literature & Languages,** University of Puerto Rico, San Juan, Puerto Rico, 1982. Graduated: Magna Cum Laude.

Partial List of Recent Lectures and Publications:

- Chaparro-Univazo, Sergio; Flores Caraballo, Eliut and Suárez-Balseiro, Carlos (2013). *Communication and Dialogue: Understanding Success in the Collaboration between the Classroom and the Centro para Puerto Rico*. ALISE 2013 Seattle, Washington Conference, Juried Papers Proceedings.
- Flores Caraballo, Eliut (2012). *Infraestructura para el Conocimiento*. Seminario VIP, Universidad de Los Andes, 15 de marzo, Mérida, Venezuela.
- Flores Caraballo, Eliut (2012). *Protegiendo el gran tesoro empresarial: Auditoría y protección del capital intelectual de la empresa*. Seminario VIP, Universidad de Los Andes, 15 de marzo, Mérida, Venezuela.
- Flores Caraballo, Eliut (2011). *Destrezas Digitales Imprescindibles Para el Ingeniero de Clase Mundial*. Mes de la Ingeniería, Corporación Universitaria de la Costa (CUC), 26 de octubre, Barranquilla, Colombia.
- Flores Caraballo, Eliut (2011). *Armando el Programa Institucional de eLearning en Contabilidad*. XXIX Conferencia Iberoamericana de Contabilidad, Centro de Convenciones de Puerto Rico, 30 de agosto-2 de septiembre, San Juan, Puerto Rico.
- Flores Caraballo, Eliut (2011). *Destrezas Digitales Imprescindibles Para el Contador de Clase Mundial*. XXIX Conferencia Iberoamericana de Contabilidad, Centro de Convenciones de Puerto Rico, 30 de agosto-2 de septiembre, San Juan, Puerto Rico.
- Flores Caraballo, Eliut (2011). *Destrezas tecnológicas para el Nutricionista del Siglo XXI: Demostrando competencias desde la PC hasta las redes sociales*. Trigésimo Sexta Convención Annual, Colegio de Nutricionistas y Dietistas de Puerto Rico, 9 al 12 de agosto 2011, Gran Melia Gulf & Resort, Rio Grande, Puerto Rico.
- Flores Caraballo, Eliut (2010). *Destrezas tecnológicas para el arquitecto e ingeniero del Siglo XXI*. Congreso VISIÓN 2010 Technology For Community, Universidad San Martín de Porres, Facultad de Ingeniería y Arquitectura, 18 de agosto, Lima, Perú.
- Flores Caraballo, Eliut (2010). *Protegiendo el gran tesoro empresarial: Auditoría y protección del capital intelectual de la empresa*. Congreso VISIÓN 2010 Technology For Community, Universidad San Martín de Porres, Facultad de Ingeniería y Arquitectura, 17 de agosto, Lima, Perú.
- Flores Caraballo, Eliut (2010). *Taller Diseño e implantación rápida de un ECM para una empresa de ingeniería/arquitectura usando herramientas de código abierto*. Congreso VISIÓN 2010 Technology For Community, Universidad San Martín de Porres, Facultad de Ingeniería y Arquitectura, 17 de agosto, Lima, Perú.
- Flores Caraballo, Eliut (2009). *Using videoconferencing to overcome limitations and to pursue achievement in the secondary public school system of Trinidad and Tobago*. Paper presented at ICTE 2009, V International Conference on Multimedia and ICT in Education. Lisboa, Portugal, April 18-22.
- Hernández, Nitza; Eliut Flores and Carlos Suárez (2009). *Evolución y tendencias en la enseñanza de la gestión del conocimiento y su relación con programas de postgrado en bibliotecología y ciencias de la información*. *Revista Interamericana de Bibliotecología*, 01/2009; 32(2):177.
- Flores Caraballo, Eliut (2009). *Balanceando beneficios y riesgos implantando tecnologías Web 2.0 en la empresa (Balancing risks and benefits implementing Web 2.0 technologies in the Enterprise)*. Lecture presented at the Information Systems Security Association ISSA Puerto Rico Chapter Continued Education Program. February 11.

- Hernández, Nitza; Eliut Flores and Carlos Suárez (2008). *Integración de la gestión del conocimiento como oferta académica en el programa curricular de la Escuela Graduada de Ciencias y Tecnologías de la Información (EGCTI) de la Universidad de Puerto Rico*. Lecture presented at the VIII EDIBCIC, Mexico, November.
- Flores Caraballo, Eliut (2008). *Workshop: How to initiate the planning of an Enterprise Content Management System*. Congreso Anual de Ingeniería Civil CIC 2008, Ingeniero Civil, líder en el desarrollo sostenible, Hotel Ramada Plaza Herradura, Costa Rica, September 17-19.
- Flores Caraballo, Eliut (2008). *Gestión del conocimiento en las empresas de ingeniería : Conceptos, Sistemas y Estrategias tecnológicas para hacer la diferencia (Knowledge Management in engineering companies: Concepts, systems and technological strategies to make a difference)*. Lecture presented at the Congreso Anual de Ingeniería Civil CIC 2008, Ingeniero Civil, líder en el desarrollo sostenible, Hotel Ramada Plaza Herradura, Costa Rica, September 17-19.
- Flores Caraballo, Eliut and Ing. Luis M. Carrillo (2008). *Seminario Internacional, Gerencia de Proyectos de Construcción: Mejores prácticas y nuevas tecnologías del conocimiento para empresas de ingeniería (International Seminar, Construction Project Management: Best practices and new knowledge technologies for engineering companies)*. Four-day long workshop sponsored by the Colegio Federado de Ingenieros y Arquitectos de Costa Rica and the Costa Rican Chapter of the Project Management Institute, San José, Costa Rica, May 28-29.
- Flores Caraballo, Eliut (2008). *Creando portales Web 2.0 para proyectar la biblioteca en la comunidad académica y desarrollando destrezas tecnológicas para trabajar en las comunidades virtuales (Creating Web 2.0 portals to project the library in the academic community and developing technological skills to work in virtual communities)*. Lecture presented at TecnoCaribe, Puerto Rico Convention Center, March 10.
- Flores Caraballo, Eliut (2007). *Cómo estimular y apoyar la innovación, la transformación económica y el capital intelectual en Puerto Rico (How to stimulate and support innovation, economic transformation, and intellectual capital in Puerto Rico)*. Panel held during the 1^{ra} Conferencia Internacional sobre Gerencia del Conocimiento, Centro de Bellas Artes - Caguas, Puerto Rico, October 25-26.
- Hernández, Nitza; Carlos Suárez and Eliut Flores (2007). *Fostering Multidisciplinary Collaboration to Advance Knowledge Management into the University of Puerto Rico's Graduate Studies*. Proceedings of ICKM 2007. Knowledge Management; Innovation, Technology and Cultures. Viena, Austria, August 27-28.
- Flores Caraballo, Eliut (2007). *Conferencia magistral: Infraestructura para el Conocimiento (Infrastructure for knowledge)*. Keynote conference presented during the IDC Colombia seminar, Sheraton Hotel, Bogotá, Colombia, March 27.
- Flores Caraballo, Eliut (2006). *Tecnología en el Lugar de Trabajo: Flujos de Trabajo Computarizados y Digitalización de Documentos*. Keynote conference presented in a continued education meeting of COMMON Perú, Miraflores Park Hotel, Lima, Perú, May 19.

Recommendation letters, list and copies of conference papers, publications and transcripts available upon request.