



Ruthanne Fuller  
Mayor

City of Newton, Massachusetts  
Office of the Mayor

**#460-22**

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September 23, 2022

Honorable City Council  
Newton City Hall  
1000 Commonwealth Avenue  
Newton, MA 02459

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CITY CLERK  
NEWTON, MA, 02459

To the Honorable City Councilors:

I am pleased to reappoint Marcela Merino of 66 Cloverdale Road, Newton 02461 as a member of the Economic Development Commission. Her term of office shall expire on October 30, 2025 and her appointment is subject to your confirmation.

Thank you for your attention to this matter.

Warmly,

Ruthanne Fuller  
Mayor

### Application Form

#### Profile

Marcela \_\_\_\_\_ Merino \_\_\_\_\_  
First Name Middle Initial Last Name

[Redacted] \_\_\_\_\_  
Email Address

66 Cloverdale Rd \_\_\_\_\_  
Home Address Suite or Apt

Newton \_\_\_\_\_ MA \_\_\_\_\_ 02461 \_\_\_\_\_  
City State Postal Code

#### What Ward do you live in?

Ward 6

[Redacted] \_\_\_\_\_  
Primary Phone Alternate Phone  
 Guyana Development Initiative, \_\_\_\_\_  
 affiliated to ISC at HBS \_\_\_\_\_  
Employer Job Title  
 Business/Economic  
 Development Researchers and  
 Practitioner

#### Which Boards would you like to apply for?

Economic Development Commission: Submitted

#### Interests & Experiences

Please tell us about yourself and why you want to serve.

#### Why are you interested in serving on a board or commission?

I have been a Newton resident for 16 years, and I love this town and my neighbors. I would like to give back to the community by supporting economic, social and educational opportunities for all.

[Resume-MarcelaMerino2019.pdf](#) \_\_\_\_\_  
Upload a Resume

**Marcela Merino Domínguez**

66 Cloverdale Road, Newton, MA | [REDACTED] [REDACTED] [REDACTED]

**SUMMARY:** Bilingual professional with 10+ years experience in economic development, research and strategy consulting. Fields of expertise: regional competitiveness, cluster analysis, workforce development and SME growth.

**PROFESSIONAL EXPERIENCE**

<b>Greater Boston Chamber of Commerce (GBCC)</b> <b>Senior Manager, Economic Growth Team</b>	Boston, MA 2018 to present
<ul style="list-style-type: none"> <li>▪ Manage the implementation of the Pacesetters initiative, a collective effort of large corporations and anchor institutions aimed at increasing market access for underserved SMEs. Conduct business assessments, help shape program strategies and measure economic impact</li> </ul>	
<b>Harvard Business School – HBS Online</b> <b>Associate Product Manager</b>	Boston, MA 2016-2017
<ul style="list-style-type: none"> <li>▪ Led the launch of new online courses and managed ongoing product lifecycle and delivery across multiple teams. Conducted research to identify new markets and channels to support product growth</li> </ul>	
<b>Harvard Business School - Institute for Strategy and Competitiveness (ISC)</b> <b>Research Associate (RA)</b>	Boston, MA 2013-2016
<ul style="list-style-type: none"> <li>▪ Worked with Professor Michael Porter as the primary Research Associate in the areas of strategy, competitiveness and social development (Creating Shared Value); acting as team lead for junior RAs</li> <li>▪ Managed content and relationships with host organizations and partners. Conducted research and developed presentations for private, academic and public policy engagements</li> <li>▪ Co-author HBS entrepreneurship case “Naranya: Created in Mexico” and Shared Value case “Intercorp: Innova Schools”</li> </ul>	
<b>McKinsey &amp; Company</b> <b>Research Analyst</b>	Waltham, MA 2010-2012
<ul style="list-style-type: none"> <li>▪ Provided research and analytical insights for multiple economic development and social sector engagements, including competitive assessment of urban areas and jobs mismatch</li> <li>▪ Contributed to leading economic policy papers: “MGI Urban America: US Cities in the Global Economy” and “Innovation and Investment: Building Tomorrow’s Economy in the Bay Area”</li> </ul>	
<b>Initiative for a Competitive Inner City (ICIC)</b> <b>Researcher, ICCO Company Report, Investing in America’s Inner Cities</b>	Boston, MA Summer 2008
<ul style="list-style-type: none"> <li>▪ Evaluated the progress of inner city companies on raising capital; identified emerging issues around capital access and growth in the inner city. Enhanced report by benchmarking the characteristics and sources of funding for inner city business with the rest of the economy</li> </ul>	
<b>Urban &amp; Associates</b> <b>Market Analyst</b>	Boston, MA 2005-2007
<ul style="list-style-type: none"> <li>▪ Performed detailed quantitative market analysis, population sampling and projection for media and consumption research studies. Designed survey questionnaire, supervised local field work, prepared final reports and presented key market recommendations to clients</li> </ul>	
<b>Economic Competitiveness Group</b>	Berkeley, CA 2003-2004
<ul style="list-style-type: none"> <li>▪ <b>Business Consultant, Nicaraguan Competitiveness Program (World Bank):</b> Facilitated dialogue and strategy meetings between government and industry groups. Identified market opportunities for local coffee producers and furniture makers in the US, and managed project resources</li> </ul>	

**EDUCATION**

<b>Brandeis University</b> Master of Arts, International Economics and Finance. Concentration: Economic Policy Recipient Global Leader Fellow Scholarship. GPA: 3.59/4	Waltham, MA 2009
<b>UC Berkeley</b> Project Management Certificate	Berkeley, CA 2002
<b>Antonio de Nebrija University</b> MBA, International Business	Madrid, Spain 2001-2002
<b>Central American Technological University</b> Bachelor of Science, Industrial and Business Management	Honduras 1994-1999

**ADDITIONAL**

<b>Computer Skills:</b> SPSS, Excel, Word, Power Point	<b>Languages:</b> English and Spanish
<b>Other:</b>	•Member MSPCA •Content Chief Officer, ALPFA •Student mentor, Brandeis University •Active tennis player, member Tennis northeast