

Andy X. Alvarado Mora

Associate Director of the ETEC (ETX Launchpad)

The University of Texas at Tyler, Tyler, Texas 75799

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Education

Ph.D. Student, Human Resources Development - Organizational Development and Change.
The University of Texas at Tyler, Tyler, Texas, United States, 2023 – Expected graduation 2026

Master of Science in Industrial Management

The University of Texas at Tyler, Tyler, Texas, United States, 2020

Bachelor of Business Administration - Marketing Concentration
The University of Texas at Tyler, Tyler, Texas, United States, 2018

Associate Degree in Business

Tyler Junior College, Tyler, Texas, United States, 2016

Bachelor of Business Administration - Sustainable Tourism Business Management.

Universidad Nacional de Costa Rica (UNA), Nicoya, Costa Rica, 2014.

Capstone Project: Sustainable Tourism Carrying Capacity for San Lucas Island, National Wildlife Refuge, Costa Rica. (Currently, National Park).

Technical Skills

- Research
- Qualitative data analysis software NVivo.
- Statistical Software R, SPSS, and AMOS.
- Power BI, Qualtrics, and Microsoft Office packages.
- Bilingual in English and Spanish.
- Experience in Business Models, Business Plans, and market research and analysis.

Research Interests

- Corporate Entrepreneurship.
- Intrapreneurship.
- Entrepreneurial Mindset.
- Human Resources Development.

Professional Experience

Associate Director of the East Texas Entrepreneurship Center (ETX Launchpad).

The University of Texas at Tyler, Tyler, Texas, United States. September 2022 – Present

- Supporting the Executive Director of the ETEC to effectively develop, manage, supervise, and lead the center and its programs.
- Collaborating in addressing the region's economic ecosystem gaps.

- Serving as the focal point of entrepreneurship education, research, and outreach across UT Tyler and the business community.
- Providing community members with access to university resources and services supporting the advancement of economic development activities.
- Contribute to the Technology Commercialization program, both internal and external.
- Working with underdeveloped communities to provide access to entrepreneurial resources, programs, and support.
- Gather data, analyze, and prepare written reports for use in grants and other internal and external reporting.
- Designing, evaluating, planning, and implementing entrepreneurial programs and event initiatives.
- Supporting, promoting, and providing entrepreneurship initiatives to local, state, and national levels.
- Working with the manufacturing sector to aggregate needs, develop solutions toward advanced manufacturing, and increase jobs.
- Facilitate external workshops which may include Entrepreneur Lecture Series and or other external events, germane to new venture creation and economic development.
- Providing data aggregation, research, analysis, and reporting on regional and national economic matters for our internal and external customers, including the State of Texas Comptroller, U.S. Census Bureau, and other sources.
- Assisting in budgeting and fundraising for the continuous development and growth of the entrepreneurship center.
- Overseeing the Business Innovation Group (student organization at UT Tyler), ensuring leadership development, projects, goals, and objectives are set and achieved, and providing advisory support for internship initiatives and real-world experience.
- Advising and mentoring student entrepreneurs through ideating, validating, and cultivating processes, and providing presentation preparation and coaching.
- Oversee UT Tyler's annual Business Model Competition and Big Idea Pitch Competition.
- Produce and publish a monthly newsletter for the center.

Coordinator of the East Texas Entrepreneurship Center.

The University of Texas at Tyler, Tyler, Texas, United States. January 2021 – August 2022

- Provide support to East Texas entrepreneurs, businesses, and communities within a 14-county region.
- Coordinate response to the economic injury that resulted from the COVID-19 pandemic.
- Promote university resources to businesses and entrepreneurs in the East Texas region.
- Prepare and deliver seminars to minority business owners and underdeveloped communities.
- Promote government resources and assistance to small businesses.
- Develop and manage marketing efforts.
- Provide general operations and project support.
- Support and coordinate ETEC innovation, programs, and business competitions.
- Perform budget reviews and updates, account reconciliations, purchasing, payments, and requisitions.
- Maintain and promote relationships with external partners such as industries, municipalities, non-profits, etc.

- Organize and collaborate in student training programs that provide opportunities to work with local businesses.

Graduate Assistant, Soules College of Business Office of the Dean.

The University of Texas at Tyler, Tyler, Texas, United States. June 2020 – December 2020
Support on special projects, including:

- General Administrative Support, media relations, website updates, faculty support, and alumni outreach.

Machine Instructor

Tyler Innovation Pipeline, Tyler, Texas, United States. September 2019 – May 2020

- Customer relationships.
- Safety controls.
- Inventory control.

Lab Coordinator

Technical Assistance Center, Tyler Junior College, Tyler, Texas, United States. August 2018 – May 2019

- Manage and oversee a group of 20 student workers.
- Scheduling.
- Inventory control.
- Customer relationships.
- Reporting.

Store Manager

Discovery Science Place Store, Tyler, Texas, United States. October 2016 – May 2019

- Inventory control.
- Sales analysis.
- Reporting.
- Budgeting.

Sales

Souvenirs La Gran Nicoya, Liberia, Guanacaste, Costa Rica, January 2014 – July 2014

- Sales.
- Customer service

Founder

Pizza Compas, Guanacaste, Costa Rica, December 2011 – January 2013

Small Business Owner: Administration and execution of all business activities.

- Full business operations.
- Management.
- Sales analysis.
- Product development.
- Inventory control.
- Supply chain management.

Certifications

Entrepreneurial Mindset Profile Practitioner, Eckerd College and Center for Creative Leadership. 2025.

- Help corporate leaders, students, and entrepreneurs assess how they apply an entrepreneurial mindset in their work.
- Helping them understand their entrepreneurial strengths, identify growth areas, and shape a mindset that supports both career readiness and venture creation.
- Pre- and post- assessments to track the impact of entrepreneurship programs, group workshops, and individual sessions.
- Individual development, team development, and benchmarking.

The Educator Lab Certification, Stockholm School of Entrepreneurship (SSES), and Global Consortium of Entrepreneurship Centers (GCEC). 2025.

- Research-informed professional development program to explore what entrepreneurial learning really means, and how it can take shape in different educational contexts.
- Prepare to help students navigate uncertainty, think creatively, collaborate with others, and act with confidence in uncertain situations.

Lean Six Sigma Graduate Certification, The University of Texas at Tyler. 2020.

Supply Chain Management Certification, The University of Texas at Tyler. 2020.

Computer Integrated Manufacturing FANUC Robotics Certification, The University of Texas at Tyler. 2020.

Category Management Certifications - Category Management Association. Online Courses.

- Syndicated Panel Data (Basic), Completed November 26, 2017
- Retailer POS Data Analysis (Basic), Completed November 26, 2017
- Syndicated Scanner Data (Basic), Completed November 25, 2017
- Spreadsheet Development (Basic), Completed November 24, 2017
- Promotion Analysis, Completed November 21, 2017

Seminars, Conferences, and Presentations

Presenter:

Presentation: Resources available for Entrepreneurs and Small Businesses in the East Texas Community Through the East Texas Entrepreneurship Center and the University of Texas at Tyler. Presented to the Tyler Rose City Kiwanis. November 21, 2023.

Presentation: East Texas Entrepreneurship Center Annual Report and Accomplishments. Presented at the Soules College of Business. April 2022.

Seminar: Improving Economic Development Through Robust Entrepreneurship and Innovation Programs. Presented at G-Force Media Studios and its audience. The seminar was delivered in Spanish for the ETX Hispanic population. November 4, 2021.

Presentation: Resources available for Entrepreneurs and Small Businesses in the East Texas Community Through the East Texas Entrepreneurship Center and the University of Texas at Tyler. Presented during the Small Business Procurement Seminar and HUB information session at the Tyler Metropolitan Chamber of Commerce's Small Biz Expo. November 21, 2021.

Coordinated:

2025 UT Tyler Teen Accelerator Program, Startup High, July 14-31, 2025

- The UT Tyler Teen Career Accelerator, in partnership with Startup High, was an engaging summer bootcamp crafted for East Texas high school students to ignite their curiosity and boost confidence through immersive career exploration and entrepreneurial training.
- The program delivered a dynamic mix of interactive workshops, inspiring guest speakers, and hands-on activities. These experiences equip participants with essential skills such as problem-solving, innovation, and leadership, preparing them for future success.

2025 UT Tyler East Texas Launchpad Business Model Competition. Promote and coordinate the 2025 Business Model Competition, mentoring and preparing students to present to a panel of judges, successful local entrepreneurs, business leaders, and potential investors.

2024 Economic development through intellectual property patents. February 2024.

- Texas Rep. Nathaniel Moran (R) and East Texas entrepreneurs discussed how the area can be turned into a hub for innovation.
- East Texas leaders discuss economic development through intellectual property patents. Press release: https://www.ketk.com/news/local-news/east-texas-leaders-discuss-economic-development-through-intellectual-property-patents/?utm_source=Feb+20&utm_medium=Feb+20&utm_campaign=Roundtable

2024 UT Tyler East Texas Launchpad Business Model Competition. Promote and coordinate the 2024 Business Model Competition, mentoring and preparing students to present in front of a panel of judges and successful local entrepreneurs, business leaders, and potential investors.

2023 UT Tyler East Texas Launchpad Business Model Competition. Promote and coordinate the 2023 Business Model Competition, mentoring and preparing students to present in front of a panel of judges and successful local entrepreneurs, business leaders, and potential investors.

2023 Summer Business Incubator. Provided resources and support to local entrepreneurs in validating and developing their startups.

2022 Small Business Roundtable. Promotion, coordination, and reporting of a collaboration between the East Texas Entrepreneurship Center and the Center for Family and Small Enterprises. The event was open to the East Texas community. The event was held at Hollytree Country Club on October 4, 2022. Tyler, Texas.

Seminar: Real Estate Investing & Taxation. Speaker: Ms. Jennifer Reynolds, Professor, Soules College of Business, the University of Texas at Tyler. Longview Rotary Club, Longview, Texas. June 21, 2022

Seminar: Economic Trends During the COVID-19. Speaker: Dr. Manuel Reyes and the Hibbs Institute for Business and Economic Research. June 20, 2022. Presented at the Carthage Music Hall of Fame. June 20, 2022.

Seminar: Family Business and Leadership. Speaker: Dr. Jim Cater. Presented to the Pittsburg Rotary Club, Pittsburg, Texas. March 16, 2022.

Attended:

2024 Experiential Classroom at University of Notre Dame – Keough School of Global Affairs. September 2024.

- A three-day experiential clinic designed to provide scholars with creative and innovative ways to teach entrepreneurship, develop entrepreneurship courses, and build entrepreneurship programs. Introduction of highly creative and effective experiential approaches to teaching entrepreneurship.

2021 Rice Business Plan Competition

- Attended and experienced the Rice Business Plan Competition to replicate best practices with our competitions and mentoring programs at UT Tyler. Houston, TX. April 7,8,9, 2022.

Startup Grind Global Conference 2022. Silicon Valley, San Francisco Bay Area. April 11-13, 2022.

- Attended and experienced mentorship programs, workshops, networking, and hearing from successful founders. In addition, this was an opportunity to bring our students to experience and network with other student entrepreneurs.
- Leader representing the University of Texas at UT Tyler at the conference and the Blackstone Launchpad Charitable Foundation Program.
- Guided and mentored students during the conference.

2019 ATMAE Annual Conference: Fueling the Fourth Industrial Revolution Industry 4.0. Charlotte, North Carolina. November 6,7,8, 2019.

- Presentation: 3D Printing in Architecture Design: An Integration Between the Profession and Education. Dr. Tarek Mahfous, Dr. Tamer Breakah, Dr. James Jones, Ball State University. Charlotte, NC, November 2019.
- Presentation: A Mixed Method Research: The Effects and benefits of using online tools in the face-to-face classroom. Dr. Angela Yount, Ball State University. Charlotte, NC, November 2019
- Presentation: Wearable Technology, Employee Rights, and Data Tracking in the Construction Industry. Dr. Stacy Kolegraff, California Polytechnic State University. Charlotte, NC, November 2019.
- Presentation: Implementing Mobile Solar and Wind System Designed by Technology Students. Dr. Gholam Massiha and Mr. Joseph Kelly, the University of Louisiana at Lafayette. Charlotte, NC, November 2019.

- Presentation: Development of a Mobile Ride Sharing Application Using NativeScript, Google Firebase, and Google Cloud Platform. Dr. Geethmi Dissanayake, Eastern Illinois University. Charlotte, NC, November 2019.
- Presentation: Big Data Analytics in the Internet of Things. Dr. Lidong Wang, Mississippi State University. Charlotte, NC, November 2019.
- Presentation: Exam Room Utilization Study to Drive Business Decisions in a Health Care Setting. Mr. Pawan Bhandari, Mayo Clinic. Charlotte, NC, November 2019.

Projects

Project in development

Community Development Project. Azul Tinto Farms, San Josecito, Guanacaste, Costa Rica. Co-Founder.

- Orange farm for the future development of an orange processing plant.
- Plans for a tourist package with many attractions such as coffee plantations, orange plantations, waterfall sightseeing, nature trails, lodging, and restaurants.
- Developed business plan proposal and presentation.
- Project backed by American investors.
- Seeking to provide employment opportunities and economic development for a rural community. Social Project.

Past Projects

Project Owner. Development of Entrepreneurial Capacities Fostering Small Touristic Businesses in Rural Communities. Universidad Nacional de Costa Rica. Community of Santa Cecilia, La Cruz, Guanacaste, Costa Rica. EL Jobo Community. Student Skills Development Project, Universidad Nacional de Costa Rica. 2012.

Business Plan Development for Fonda de Comidas Tradicionales. Owner Marlene Sequeira Barbosa, Nicoya, CR. Student Skills Development Project, Universidad Nacional de Costa Rica. 2013.

Business Plan Development for Restaurant Nautilus. Owners Jennisa Castellon Flores and Rodrigo Rojas Canales, EL Jobo, La Cruz, Guanacaste, Costa Rica. Student Skills Development Project, Universidad Nacional de Costa Rica. 2012.

Research Projects

Sustainable Tourism Carrying Capacity for San Lucas Island, National Wildlife Refuge, Costa Rica. Collaboration with the Costa Rican National System of Conservation Areas. (Graduation Project, 2013).

Research Lead

- Managed the project from start to finish to identify the characteristics of the types of soils, flora, and fauna present on the island to assess the touristic carrying capacity of the main trail.
- Propose a plan for tourist products and services to enhance visitation and position San Lucas as an important tourist destination.

- Coordinated with high-ranking authorities from the National System of Conservation Areas, Costa Rica, for access permissions, resources, and presentation of the results.
- Collect, analyze, and report results.
- Propose San Lucas as a destination and an opportunity for regional economic development and the creation of touristic packages in collaboration with the communities and the local government.
- The proposal and results were submitted to the National System of Conservation Areas to be available as a resource for consideration of the enhancement of the area. San Lucas Island became a National Park on August 10, 2020.

Grants And Proposals

Development Grant: e-Fest Development Grant

Applied and received a development grant to foster entrepreneurship activities on campus at UT Tyler, and work with student teams and their ideas to submit to the annual e-Fest competition. 2025.

Grant Proposal: The University of Texas at Tyler Student Business Advisors Program

Submitted to the Blackstone Launchpad Charitable Foundation on October 4, 2022. Not selected.

- Grant to develop a pilot program to educate, equip, and prepare a selected group of students each semester to serve as business advisors and help local entrepreneurship and small businesses in the community with business models, business plans, market research analysis, ideation, validation, and cultivation of ideas; and any other challenges that companies face.

Grant Proposal: Entrepreneurship Curriculum Development in Spanish

The proposal is in partnership with The University of Texas at El Paso, the University of Texas at Dallas, and the University of Texas at Rio Grande Valley. The proposal is to be submitted to the Blackstone Charitable Foundation in January 2022. Project paused.

Completion of the 21-22 UT Tyler Research Fellows Program

Participation in 7 workshops dedicated to enhancing grant writing and proposal skills. From October 2021 to April 2022.

Professional Development and Affiliations

Member of USASBE, the United States Association for Small Business and Entrepreneurship.

Member since October 2024 – current.

Texas Innovation Center

- Workshop: Effective Preparedness for SBIR and STTR Program Proposals. October 12, 2022. Online.

U.S. Small Business Administration and Public-Private Strategies Institute (PPSI)

- Workshop: Building a Better America: A Small Business Resource Community. September 2022. Online

Economic Development Administration

- Webinar: Exploring Innovation Engines. August 2022. Online.

Massachusetts Institute of Technology, Venture Mentoring Service

- Webinar: How to Grow a Powerful Mentorship Program. Mr. Louis Goldish. August 2022. Online.

Kauffman Fasttrack

- Online Course: Frameworks to support launching a business. 2022. Online.

Association of Technology, Management, and Applied Engineering (ATMAE). 2019.

- Member of the Association of Technology, Management, and Applied Engineering (ATMAE).

Honors, Awards, and Organizations

- Vice President of the Graduate Student Association, The University of Texas at Tyler, 2018-2019.
- Sister Cities Scholarship Recipient (four years full-ride scholarship awards for Tyler Junior College and The University of Texas at Tyler). Sister Cities: Tyler, Texas / Liberia, Costa Rica. 2014-2018.
- Member of the Tyler Rotary Young Citizens Club, Selected by The University of Texas at Tyler, 2017.