



Jose D. Alvarez
Vice President, North Carolina

A graduate of the University of Central Florida with an Advertising/Public Relations Bachelor's Degree, Jose Alvarez's professional experience and passion during the last two decades have been focused on the multicultural small business and marketing fields.

Jose started his career working in a public relations firm, managing bilingual and multicultural public relations campaigns for major local and national organizations in the private, government and nonprofit sectors.

Next, he joined Prospera's Central Florida team to serve as Business Development and Marketing Specialist, counseling local Hispanic business owners in addition to establishing and managing the organization's marketing and communications department.

Jose then had the opportunity to work in his native Venezuela for a few years, in one of the largest cultural bi-national centers in Latin America as the Academic Adult Program Coordinator. He managed all adult academic classes, in charge of the academic team, coordinating special cross-cultural programs, and providing ongoing support to the marketing department.

Jose soon returned to Prospera, this time to support the organization's expansion to South Florida. He initially took on the role of Business Development and Education Consultant and was later promoted to Assistant Vice President. He worked with the region's vice president to establish full-time operations, including providing business consulting to local established and aspiring Hispanic business owners, coordinating all bilingual outreach and business educational seminars in the region, supporting fundraising efforts, handling local government relations, and assisting with grant writing and reporting.

In 2017, Jose was once again offered a new opportunity at Prospera. As part of a national expansion strategy to provide more Hispanics with culturally sensitive and in-language business support to help increase economic opportunities through entrepreneurship, Prospera opened a new office in Charlotte, North Carolina. It was the first Prospera office outside of Florida, and Jose was recruited to establish and manage it. As North Carolina Vice President, Jose manages all statewide operations, including fundraising, service delivery, personnel oversight, and community and government relations. He is now happily settled in Charlotte along with his wife Roxssi.