AIDA SALAMANCA MBE

Al Hoshi, 1410 Street, Villa 2, Sharjah, UAE ▪ aidasalamanca@gmail.com ▪

DIRECTOR / SENIOR EXECUTIVE / SENIOR CONSULTANT

Leadership of complex organisations ● International relations, Cultural Diplomacy ● Business and partnership development ● Education, Youth engagement, Arts and culture ● Programme and Partnership development, policy planning ●

Experienced international leader with 25+ years in large scale organizations across the Arab Gulf, Europe, the US, and Latin America. Skilled in designing, managing, and delivering large-scale programs in education, English language, arts and cultural heritage, creative economies, climate change, and youth empowerment. Successful in translating strategic initiatives into positive partnerships and business development. Strong relationship builder with governments, NGOs, academia and civil society. Committed to empowering teams for higher efficiency and teamwork. Inspires and develops staff through coaching and mentoring. Champion of diversity, equality, and inclusion.

CORE COMPETENCIES

- Accountability
- Change Management
- Adaptability & Resilience
- Visionary leadership
- Team Building
- Continuous learning
- Problem solving
- Strategic Thinking
- Financial management
- Communication Skills
- Intercultural Fluency

PROFESSIONAL EXPERIENCE

BRITISH COUNCIL

UK organization with presence in over 200 countries and dedicated to build understanding and trust through arts and culture, education and the English language.

English and Schools Education Lead for the Americas - Bogota ▪ 07.2024 – Present

Key objectives of the role:

- ✓ Lead the integration of the English language division with the Education Systems team across the region.
- ✓ Deliver a robust, efficient and aligned English and Schools Education strategy for Mexico and Brazil.
- ✓ Supporting Country Directors in the region to deliver a clear approach to English and Schools Systems aligned to their country's political context.
- ✓ Lead the regional team into the revamped strategy, identifying resource, talent and skills gaps and supporting the transition into the new ways of working.
- ✓ Develop a robust partnership development plan to deliver the organisation's ambition for growth.

Country Director UAE - **Dubai** ▪ 07.2020 – 07.2024

Key Achievements:

- ✓ Developed the global strategy for Climate Education and Culture for at COP28 enhancing the bilateral UAE – UK agenda through thought leadership and influencing decisions on culture based climate action and Climate Education.
- ✓ Revamped the British Council's relationship with the Ministry of Culture delivering insight reports on the Foresight of the Creative Industries and Culture Based Climate action.
- ✓ Negotiated and articulated the UK - UAE MOU on Culture for a period of 5 years.
- ✓ Negotiated and developed a 3 year Alumni UK programme fully funded by the local government.
- ✓ Led a team of 230 staff through a drastic change programme, including staff reduction and the introduction of external business partners.
- ✓ Led the energy transition project for the Dubai premises, offsetting 62,5% of annual electricity consumption.

AIDA SALAMANCA MBE

Al Hoshi, 1410 Street, Villa 2, Sharjah, UAE ▪ aidasalamanca@gmail.com ▪

Country Director Croatia and Slovenia - **Zagreb** ▪ 07.2016 - 06.2020
Key Achievements:
- ✓ Transitioned from a grant funded operation to a contract-based operation securing the sustainability of the country operation.
- ✓ Negotiated with the European Commission a €3M contract to deliver a 3 year Curriculum reform project.
- ✓ Successfully led the premises move after the Zagreb Earthquake and during COVID lockdown.

Director Programmes Colombia – Bogota ▪ 04.2013 to 07.2016
- ✓ Restructured the Arts And culture team to secure the expertise and capabilities
- ✓ Refreshed the Cultural relations portfolio integrating the Arts, Education and English programmes into the opportunities emerging from the Peace Process in Colombia
- ✓ Awarded the Member of the British Empire medal (MBE) by the late HMQ Elizabeth II for services to the UK
- ✓ Signed project agreements with different government departments for a value over £1M

Director Programmes and Partnerships Colombia ▪ 11.2009 to 05.2013
- ✓ Developed a portfolio of Education an English Language projects in partnership with the Ministry of Education
- ✓ Led the creation of the Cross UK Education Sector group to approach business opportunities in Colombia, supporting business wins for UK organisations including The Open University and Cambridge University
- ✓ provided leadership to and helped grow multi million pound English and Exams operations in the Middle East, Sub Saharan Africa and South Asia as well as the promotion of UK education opportunities resulting in significant market growth.

Projects Manager Colombia Bogota ▪ 06.2004 to 10.2009
- ✓ Developed the National Standard of English for the Colombian Ministry of Education
- ✓ Developed the teacher training programme to support teachers in the appropriation of the National Standards of English
- ✓ Led the development of National English Test project in partnership between Cambridge Assessment and the National Ministry of Education
- ✓ Led the pilot project towards the transition of State Schools into bilingual education in Bogota. Wrote the guidelines for schools' transformation.

PEARSON

British corporation operating in more than 70 countries that focuses on education publishing and assessment services providing textbooks, digital learning tools, assessments, and other educational services.
Publishing Coordinator LATAM. Miami ▪ 03.2020 – 04.2022
ELT Business Director Colombia and Andean Countries – Bogota ▪ March 1997 – Feb 2020

OTHER EXPERIENCE

Member of the University Council, British University in Dubai (BUID) ▪ September 2020 to July 2024
- ✓ Advise the University Vice Chancellor and Provost on Academic and Administrative matters.
- ✓ Assess and approve University Strategy and Annual reports.

Member of the Board of Directors, Colegio Gimnasio Moderno - Bogota ▪ Jan 2012 to Dec 2014
- ✓ Advise the School Headmaster on Academic and Administrative matters.
- ✓ Assess and approve the school's annual reports.

PROFESSIONAL DEVELOPMENT

Strategic Leadership Programme ▪ 2018 to 2019 - Roffey Park, Horsham UK
Diploma en Liderazgo Estratégico ▪ 2014 - Universidad de los Andes, Bogota, Colombia

DEGREES

Master in English Language Teaching ▪ U. OF West London – London, UK
Diploma in Translation English to Spanish – French to Spanish ▪ Universidad de los Andes – Bogota, Colombia

AIDA SALAMANCA MBE

Al Hoshi, 1410 Street, Villa 2, Sharjah, UAE ▪ aidasalamanca@gmail.com ▪

BA in Modern Languages ▪ Universidad de los Andes – Bogota, Colombia