



**TANIA CRUZ MORALES**  
**PoshPacker COO & Co-Founder**

Tania Cruz has a diverse history of community leadership and management. She is the Co-Founder and Chief Operations Officer of PoshPacker, a booking site for finding design-led places to stay that are affordable. With presence in over 460 cities and 60 countries, Tania is in charge of leading their worldwide operations, product management and design strategies. As a startup founder, Tania and her team has been selected to receive funds and to participate of prestigious international accelerators such as Lisbon Challenge, Startup Chile and Techstars Metro in Berlin. Tania is a mentor for Parallel18, the first accelerator program in Puerto Rico; and she helps current teams at Lisbon Challenge and Startup Chile with early stage startup challenges. Previous to PoshPacker, Tania consulted startups and enterprises such as Kimpton Hotels in the Bay Area, using design thinking and agile innovation approaches to solve marketing and operational challenges. Tania holds an MBA in Design Strategy from California College of the Arts (CCA) in San Francisco, and a Bachelor of Arts in Psychology from the University of Puerto Rico. Tania has a deep commitment working with organizations and the government to create a better future for Vieques, Puerto Rico. She served as a co-founder and youth representative for the Comunidad Verde Vieques Initiative, re-gaining 200 acres of land for 500 Viequense families. She also worked as a social worker for the Family Department. And Tania is a spokesperson for Vieques including the Environmental Law Conference at the University of Oregon School of Law. While in college, Tania worked as a Project Coordinator for the Vieques Youth Leadership Initiative, a program of the Stone Soup Leadership Institute. VYLI's mission is to train young and emerging leaders to build a new Vieques. Tania helped develop VYLI's Eco-Tourism Initiative and Entrepreneurship Initiatives. Under Tania's guidance, VYLI's college youth developed a VYLI 2020 report to address the island's socio-economic crisis and develop a vision for 2020 with innovative solutions. At VYLI, Tania also helped design a comprehensive plan for rebuilding the island, involving preserving cultural arts, promoting sustainability, marketing as an eco-tourism destination, and more. By marketing Vieques as an eco-tourism destination, VYLI hopes to educate and engage tourists to preserve the islands, protect national landmarks, initiate reforestation, and protect indigenous species of wildlife. Tania is also the founder of Ecotour, the first eco-tourism organization in the University of Puerto Rico. Created to encourage college students to protect and enjoy the natural resources in Puerto Rico and participate in beach cleaning, cultural activities, museums and tree planting activities with the believe of "one person teach another".