



**Santos Morales** is a dynamic leader committed to fostering economic prosperity and community development, particularly among women, Latinx, and minority micro-entrepreneurs. With a background deeply rooted in nonprofit management and human services, Santos brings over two decades of experience to his role as the Director of Economic Prosperity at Enterprising Latinas, Inc. (ELI), a position he has held for the past 5 years and 7 months.

Santos embarked on his journey of advocacy and service with a Bachelor of Science in Human Services from Metropolitan College of New York in 1998. Building upon this foundation, he pursued a Master of Science in Nonprofit Management from The New School in New York, NY, which he completed in 2003.

During his tenure at ELI, Santos has spearheaded various initiatives that have significantly impacted the local community. In 2019, he established and led ELI's business development and entrepreneurship program, which has since grown to a team of five, training 15 cohorts totaling 250 entrepreneurs. Through technical assistance, Santos facilitated the launch of 109 businesses, 80 of which remain active. He also fostered multiple local business marketing and partnership opportunities, especially with local chambers of commerce.

One of Santos' notable contributions is the creation and growth of ELI's Micro-Loan Fund for entrepreneurs, capitalized up to \$150,000 since 2020. He forged partnerships with national Community Development Financial Institutions, enabling 24 micro-entrepreneurs to access over \$700,000 in capital. Santos also led the launch of ELI's Rising Women's Fund, a subsidiary aiming for CDFI certification, expected in 2026.

In 2019, Santos initiated Wimauma Connects, providing free Wi-Fi service to 500 low-to-moderate income households and 20 businesses in Wimauma Downtown Village. Additionally, he directed the Wimauma NOW! campaign, rallying stakeholders for over 2 years to update a neighborhood plan promoting sensible development and preventing displacement of low-income families. The plan, adopted by the Hillsborough County Board of County Commissioners in late 2021, identified opportunities for housing, commercial space, and community facilities.

Furthermore, Santos oversaw the renovation and expansion of ELI's Wimauma Opportunity Center from 2020-2022, facilitating the growth of programs, services, and staff.

Outside of ELI, Santos has been instrumental in supporting entrepreneurship and business development. He led programs and organizations in New York City, including the Local Development Corporation of East New York and SoBRO. Additionally, Santos co-founded and served as Managing Director of a leisure men's apparel business in Queens, NY. He has also taught entrepreneurship and business development courses at academic institutions in New York since 2008.

Santos' upbringing in a family of strong women instilled in him a deep respect and appreciation for women's contributions and potential. Described as a highly sensitive and caring individual,

he is deeply invested in personal relationships and cultural heritage. Santos' unique perspective as ELI's first male employee has been instrumental in advocating for women's economic empowerment.

In summary, Santos Morales is a dedicated leader who has made significant strides in fostering economic prosperity and community development, particularly among underserved populations. His passion for empowerment and commitment to fostering inclusive growth make him a valuable asset to both Enterprising Latinas, Inc. and the broader community.