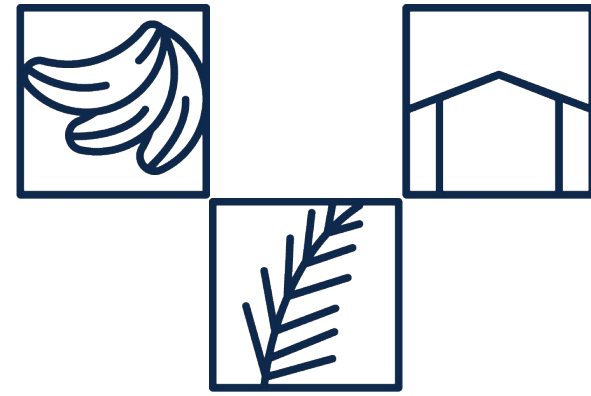




**Puerto Rico Energy Week**, February 21, 2023

Ana Laura Miranda, Program Manager, El Comeback



# SITUATION

## The Problem

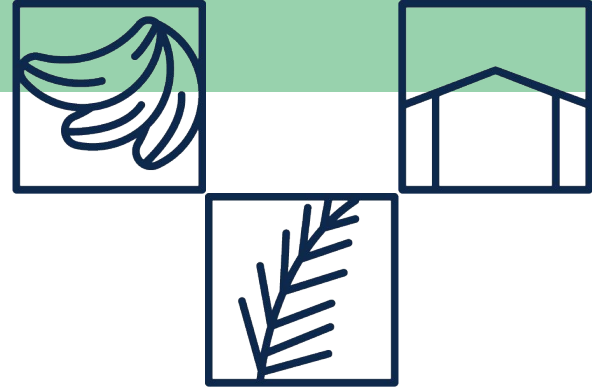
Professional talent is scarce across the island, hindering the efforts of established and emerging businesses.

## The Need

Attract professionals from abroad, especially the Puerto Rican diaspora, to “come back home.”  
Recruit and retain recent university grads and current employees.

## The Solution

***El Comeback***, a movement to shift Puerto Rico’s narrative, strengthen its human capital, and empower economic development.



# TARGET AUDIENCE

- 01** | Employers
- 02** | Local professionals
- 03** | Local recent grads
- 04** | Professionals living outside of Puerto Rico

# Our Approach

- Change Puerto Rico's **narrative**
- Flip the script by running **emotionally appealing ads** targeting talent that may NOT have been seeking a new job or thinking of coming back
- Build a **talent database**
- **Connect talent** with employers



# El Comeback's User Journey

- Professionals **register** @ [ElComebackPR.org](https://ElComebackPR.org)
- **Match** those resumes with available job postings
- **Refer** talent to employer
- Employer selects candidates, performs interviews & makes offers
- **Rinse & repeat**



**START WITH THE BASICS**

**EMAIL ADDRESS \***

**FULL NAME \***

First Name Last Name

**MOBILE PHONE NUMBER**

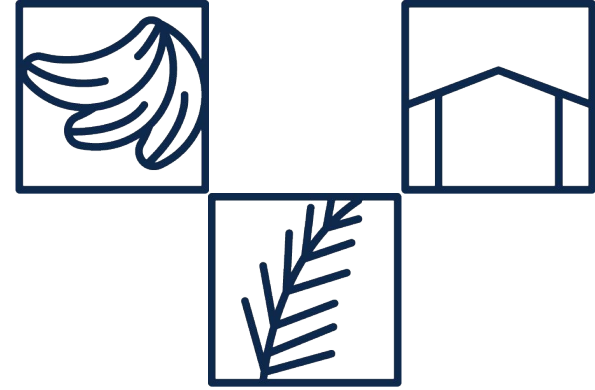
(787) 234-5678

**CURRENT RESIDENCE**

United States of America State

**SÍGUELO POR AQUÍ**

# Comeback Stories



**THOUSANDS OF REASONS, ONE RETURN**



**JONATHAN PACHECO • 27 YEARS OLD**

PRIVATE BANKER  
@ BANCO POPULAR DE PUERTO RICO



**THOUSANDS OF REASONS TO STAY.**



**FIANELI ARVELO • 24 YEARS OLD**

DIGITAL MARKETING ANALYST  
@ RED VENTURES



**THOUSANDS OF REASONS, ONE RETURN**



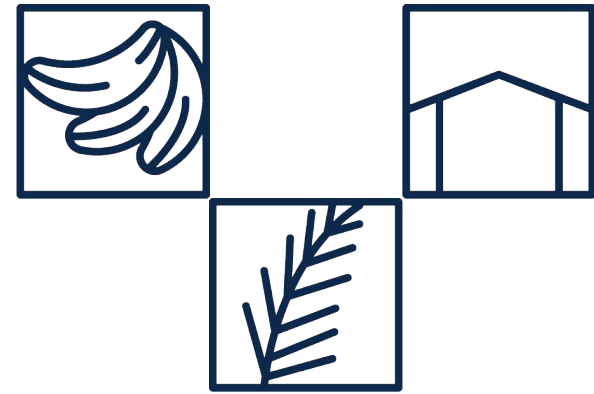
**LUIS ARNIELLA • 31 YEARS OLD**

QUALITY ANALYST ENGINEER  
@ ROCKSOLID





# Next on: Energy



## Employers

Amiranda@ElComebackPR.org

## Talent

Register at [ElComebackPR.org](http://ElComebackPR.org)