

ANA LUCÍA PELAEZ ECHEVERRÍA

Multilingual development professional with 10+ years of experience delivering ESG-aligned communication and stakeholder engagement strategies in fragile and post-conflict settings across Latin America. Proven track record integrating international standards into sustainability frameworks, managing multi-actor partnerships, and producing actionable insights through field research, digital monitoring, and risk-sensitive reporting.

RELEVANT WORK EXPERIENCE

2023-present: University of Cambridge, United Kingdom

Supervisor and Guest Lecturer

- Delivered **65+ contact hours per year of undergraduate teaching** in Comparative Politics, Peace and Conflict, and Latin American Studies, helping students from diverse international backgrounds strengthen **critical thinking and written communication under academic pressure**.
- Designed and **delivered lectures and small-group sessions, including syllabus planning, visual presentations, and exam question setting** – translating complex political topics into accessible, structured formats for non-specialist audiences.
- Delivered **online lectures and tailored learning resources for high-achieving students from disadvantaged backgrounds**, enhancing inclusive access to elite education, as part of the University's widening participation initiative (HE+).

2020-present: Comunica Sinergia (Communications Consultancy), Guatemala

Consulting Partner (2022-present)

Managing Partner (2020-2022)

- Lead crisis communication strategies for **6+ clients in the agro-industrial and energy sectors facing regulatory and public pressure**. Developed **digital materiality analyses using big data and real-time monitoring**, enabling timely interventions that reduced reputational risk and guided senior decision-making.
- Integrate **ESG and compliance standards into strategic messaging for 2 clients in the infrastructure and extractive sectors**, contributing to successful third-party sustainability audits.
- Lead **a team to deliver monthly intelligence reports and biannual stakeholder engagement recommendations** – each on time and adapted to evolving risk environments through continuous digital tracking.

2020-2022: Esencia Urbana, Grupo Progreso (Real Estate Developer), Guatemala

Sustainability Manager

- Led the **largest public participation process in Guatemala as part of an environmental licensing requirement, coordinating 40 focus groups and engaging over 400 participants** across 13 communities, producing actionable insights for regulatory submission to the Ministry of Environment and building early-stage legitimacy for a multi-phase development project.
- Led a cross-functional team to design an **original social impact methodology aligned with IFC Performance Standards, combining spatial analysis with participatory tools** to capture how residents understood and valued their environment amid planned urban transformation.
- Negotiated and implemented a **multi-actor engagement strategy with community leaders, civil society, and local authorities** – ensuring inclusive access, long-term relationship-building, and regulatory compliance in a politically sensitive development context.

2015-2018: Grupo Fabrigas (Hydroelectric Group and Gases Manufacturer), Guatemala

Corporate Affairs Manager (2017-2018)

Corporate Social Responsibility Coordinator (2015-2017)

- Led the design and implementation of a **corporate sustainability strategy across four hydroelectric subsidiaries, ensuring alignment with IFC Performance Standards**. The strategy enhanced community trust and operational continuity in sensitive areas.

- Developed **internal procedures for evaluating and monitoring over 30 community investment projects** annually, standardizing approval workflows and outcome measurement in line with the environmental and social management frameworks.
- Established and maintained **institutional partnerships with trade associations, NGOs, academic institutions, and government entities** – broadening the impact and legitimacy of engagement initiatives and strengthening the company’s stakeholder positioning.

2014-2015: Porter Novelli, Guatemala

Communications Consultant

- Designed and executed **strategic communication campaigns for 7 public and private sector clients**, producing tailored content, coordinating national media coverage, and leading training sessions – resulting in consistently high client satisfaction and surpassing team revenue targets.
- Led **stakeholder outreach and media engagement to support a countrywide [educational campaign](#)**, securing a public-private partnership between the Ministry of Education and major national broadcasters that reached audiences in all 22 departments.
- Managed **day-to-day communications and reputation strategies for high-profile accounts, including ministries, corporate clients, and civil society organisations**, ensuring consistent delivery under tight deadlines and high-stakes public scrutiny.

EDUCATION

2021-2025: University of Cambridge: PhD in Latin American Studies (awaiting viva voce)

- Gates Cambridge Scholar

2018-2019: University of Bradford: MA(Distinction) in Advanced Practice in Peacebuilding and Conflict Resolution

- Rotary Peace Fellow

2009-2013: Francisco Marroquín University, Guatemala: BA(Hons) in International Relations and Foreign Trade

2009-2013: Francisco Marroquín University, Guatemala: BA(Hons) in Political Science

KEY SKILLS

Research and Analysis

- Design and implementation of mixed-methods research – stakeholder interviews, fieldwork in fragile settings, and big data content analysis.
- Application of participatory methods such as focus groups, spatial analysis, and perception mapping to inform engagement strategies.
- Strong analytical judgment in conflict-affected, regulatory, and ESG-sensitive environments.

Stakeholder Engagement and Communication

- Facilitation of multi-stakeholder dialogue in politically sensitive contexts, including leading the largest participation process to date in Guatemala.
- Experience translating complex issues into accessible reports, briefings, and presentations for diverse audiences – specialists and non-specialist alike.
- Led outreach strategies for public participation and grievance mechanisms aligned with IFC Performance Standards.

Monitoring, Reporting and Tools

- Proficient in data collection, analysis, and monitoring using MAXQDA, QGIS, Excel, and digital media tracking tools.
- Experienced in creating digital dashboards and briefings to inform client strategy and decision-making.

Project Management and Delivery	<ul style="list-style-type: none"> • Oversight of concurrent stakeholder-focused projects in communications, sustainability, and social impact, with budgets £100,000.00+. • Organised large-scale events and consultation processes (400+ participants, 40 focus groups) under tight timelines and political sensitivities. • Maintained consistent on-time, on-budget delivery in complex, multi-actor environments.
Languages	<ul style="list-style-type: none"> • Spanish (native) • English (fluent) • Italian (conversational) • Portuguese (reading)

APPLIED RESEARCH AND PUBLICATIONS

Pelaez Echeverría, A. L. (2025). Protracted conflicts against hydroelectric facilities: a content analysis of media frames in Guatemala. *Peacebuilding*, 1–24.

Pelaez Echeverría, A.L. Navigating the Divide: Centre-Periphery Dynamics in Guatemala’s 2023 National Strike. Submitted to the *Journal of Latin American Geography*.

Pelaez Echeverría, A.L. Stability by Other Means: The Double-Edged State Responses to Resistance in Guatemala. Advanced manuscript draft. Expected submission date to the Journal of Latin American Studies: 30 September 2025.

Pelaez Echeverría, A.L. “Esas no son las formas”. Contrasting social mobilisation dynamics in Guatemala. Manuscript in preparation.

TRAININGS AND SEMINARS

- **Centre for Action in Corporate Social Responsibility, Guatemala** (Aug 2018) – Elaboration of Sustainability Memoirs according to the GRI Standard
- **International Institute of Mediation** (Feb 2017) – Certified Conflict Mediator
- **Dale Carnegie Institute, Guatemala** (July 2016) – Human Relations and Effective Leadership Diploma
- **Centre for Action in Corporate Social Responsibility, Guatemala** (Sept 2015) – Social Impact Measurement Diploma
- **On Common Ground Consultants, Guatemala** (Sept 2015) – Building Capacities in Stakeholder Engagement and Strategic Community Investment Diploma

SERVICE AND ENGAGEMENT

- **Communications Manager**, Conflict Research Society (2025-present).
- **Council Member**, Conflict Research Society (2024-present).
- **Conference Organiser**, Conflict Research Society (2024-present).
- **Outreach Programme Organiser**, Centre of Latin American Studies, University of Cambridge (2023-present)
- **President**, Postgraduates in Latin American Studies (2023-2024).
- **Convener**, Indigenous Studies Discussion Group (2022-2023)
- **Conference Organiser**, Rotary Peace Fellowship, University of Bradford (2018-2019)