



## George L. Ortiz, Jr. *the ELISHA project*

George Ortiz is an Executive Management Professional with a focus on multicultural markets. He has been responsible for community engagement initiatives, corporate social responsibility, financial operations, human resources, information technology, fundraising and development, business functions and activities worldwide for many different entities.

Mr. Ortiz has more than 24 years of leadership experience building performance driven teams and guiding companies to top tier success. An accomplished corporate strategist, marketer and salesman, his vision, expertise and processes have driven notable enterprise growth across different sectors. He is blessed to have called many Fortune 500 companies as clients. His achievements have been featured in The L.A. Times, Providence Business News, Orange County Register as well as other business and community media.

Offering a rare blend of strategic and creative strengths, George has achieved measurable results across industries such as: financial services, healthcare, non-profit, quick service, government, education and research to name a few. As the Co-Founder and Chief servant of *The Elisha Project*, Ortiz followed through on his long held belief that good business has the power to truly move the needle fiscally and socially.

He founded *The Elisha Project* with 24 meals and a \$100 marketing budget. In only seven years it has eclipsed 350K meals + 140K followers on social media + 1,000's of volunteers in Rhode Island, Massachusetts and New York. It's food rescue operation has partnered with national companies such as: Citi, Chipotle, Longhorn Steakhouse, Olive Garden, Starbucks and The Pawtucket Red Sox to name a few. The program has entertained thousands of youth and families while

George leverages diverse perspectives from a career that spans the military, corporate America and pulpits around the globe with a message of Give All. Love All and Live for Service. Listed below are some of the projects that he has been a part of:

### FINANCIAL SERVICES

CRA & CSR Strategies  
Community Engagement Strategies  
Multicultural Communication Strategies  
Branding & Marketing  
Customer Research  
Website Design & Strategy  
Bank 2.0 Implementation

### HEALTHCARE

Branding & Marketing  
Multicultural Communication Strategies  
Community Health Assessments  
Community Relations Strategies  
Diversity & Inclusion Initiatives  
Web Design & Strategy  
Corporate Social Responsibility Strategies  
Legislative Outreach

### NON-PROFIT

Fundraising Strategies  
Branding & Marketing  
Donor Initiatives  
Financial Literacy  
Community Education  
Economic Development  
Corporate Relations  
Executive Management  
Program Creation

George is a disabled United States Marine Veteran who proudly served during Desert Storm and planned and carried out numerous overseas campaigns in a Medium Helicopter and Fixed Wing Fighter Squadrons. He is in his 26th year as a baseball coach and is currently working on a Doctorate in Divinity. He earned a Certificate in Professional Fundraising from Boston University, and has studied at The Disney Institute for Management, earning a Quality Assurance Certificate. Mr. Ortiz has also studied at the Georgia School of Ministry in Atlanta, Georgia and Sessions Design school in New York.

A Brooklyn, NY native and Southern California transplant, he currently resides in New England with his wife, five sons and new-born daughter.

*The Elisha Project is a movement that is focused on bringing diverse communities together through service, sharing, teaching, and learning -- in order to make a positive impact in all communities.*