

Curriculum Vitae

Mary Palacio-Pike

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Place of birth: Cuba

Nationality: US Citizen



Introduction

After a substantial and successful career in advertising Maria (Mary) Palacio-Pike has spent the last 10 years founding and building a premium therapy center and not for profit school for developmentally delayed children. Ms. Palacio-Pike is passionate about measurable success, responsive to challenge, sound of judgment, self-motivated and self-reliant.

Professional Experience

After her education in Communications with an emphasis in Journalism, Mrs. Palacio-Pike began her career in Advertising at Saatchi and Saatchi in Puerto Rico. Her path evolved through working with top executives to learning the print and production aspects of the business. Looking to continue her education, Mary moved to Miami in 1989. Her creative spirit and the desire to explore the media and TV production outlets made her decided to accept a position at Univision Networks, where she worked as product manager for top TV shows and later was promoted to manage the first sponsored US Hispanic Tour in the Network. Moving up the ranks to a Telemundo offer to help develop the direct marketing and entertainment department, she then returned to advertising managing the McDonalds account for the US Hispanic markets, culminating in launching DIRECTV in Latin America as Director of Accounts from one of the world's top Ad Agencies.

Mary's decision to work as a freelance Executive came as she decided to start a family. Before her first son was born, she had launched a US National campaign (Diamond.com) as well as a US Hispanic new product (Fatache).

As her family grew, her first son was diagnosed with Autism in 2004. Mrs. Palacio-Pike's career was put on hold as she researched, studied and implemented the best ways to help her firstborn overcome the communication, behavior and sensory related obstacles this condition brought to his life.

Since 2004, Mary's family has fully immersed in the world of Autism and related disabilities. Due to the unavailability of coordinated, best practice services, in 2009 the family raised the necessary capital and therapy talent needed to launch the Crystal Academy Therapy Center. Crystal Academy is now Miami's premier private early intervention therapy center for ASD and related disabilities and a thriving not for profit primary school for special needs children.

Mary and her husband, David Pike were selected as Gala Chairs of the University of Miami Center for Autism in 2004, a relation that they cherish in a professional and personal level. She strives for inclusion of special needs children and adults in all aspects of society.

Career Path :

Founder and Community Relations – Crystal Academy Coral Gables	Jul, 2008 – Present
FreeLance – Advertising Executive – Accounts: Diamond.com, Fatache,	2000-2006
JWT – Regional Account Director for Latin America	1996-2000
DRM/ ALMA – Senior Account Executive – McDonalds /Hispanic Market	1994-1996
Telemundo Networks – Direct Marketing and Product Integration Manager	1992-1994
Univision Networks – Promotions Manager/ Product Integration	1989-1992

Education:

Master Degree – University of Miami / MALS

BA – Communications – USC / San Juan PR