

Vivian Borja

Executive Vice President and Chief Marketing Officer



Vivian Borja, **Executive Vice President and Chief Revenue Officer**, is responsible for leading Food For The Poor's (FFTP) Communications, Marketing and Digital channels, as well as Church Alliances, Donor Relations, Corporate/Foundation Acquisition, and Direct Mail. Vivian joined FFTP in 2022 with more than 15 years of experience in integrated marketing campaign development, digital advertising, communications planning, and analytics. She teaches digital marketing part-time at Miami-Dade College's Homestead campus.

Prior to working at FFTP, Vivian spent nine years as Vice President of Otte Polo Group in Coral Gables, Fla. From 2010 to 2013, she was Senior Regional Marketing Manager for Latin America for Medtronic (Covidien) in Miami.

Vivian also had stints as the Senior Marketing Manager, Latin American & Caribbean, for Western Union in Miami from 2006 to 2010 and as the U.S. Marketing Communications Coordinator for Johnson & Johnson in Miami from 2005 to 2006.

Born and raised in Ecuador, Vivian is a graduate of Catholic University of Ecuador, where she received a degree in International Relations. She also holds a Master of Business Administration from Florida International University. Vivian lives in South Florida with her husband and their two children.

"Leading the marketing, communications, and PR departments, along with Church Alliances, Donor Relations, Corporate/Foundation and Acquisition, and Direct Mail gives me the unique opportunity to shape our brand's image and perception, while also expanding our fundraising opportunities for both new and existing donors. It's gratifying to lead a team of talented and committed professionals who strive for innovation and the relentless pursuit of engaging our donors in a meaningful way while focusing on alleviating poverty in Latin America and the Caribbean."

— Vivian Borja