

The Puerto Rico Effect

A Unified Communications Platform for Puerto Rico's Economic Development



Executive Briefing for PRDEDC Leadership
Summary of Final Deliverable · RFP-DDEC 2025-11 · 3-Year Strategic Communications Plan

Today's Presentation Roadmap



Experience across the hardest parts of the assignment

EVERTEC

International Execution

Creative and media execution across Latin America for Evertec security software, maintaining one brand voice while adapting to each market.

Speaks to: global investment promotion



Diaspora Reach

JUNTE BORICUA

Creative and media activation for the Puerto Rican diaspora across the United States, with direct relevance to talent return, investment, and sustained connection.

Speaks to: talent & diaspora priorities

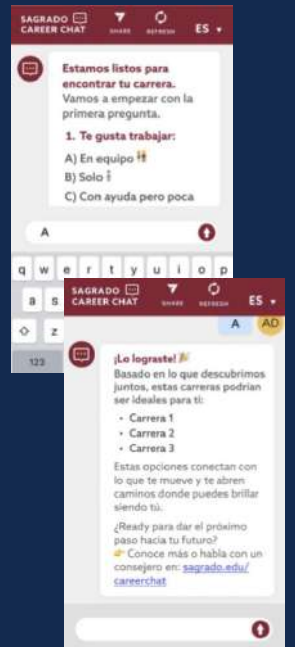


SAGRADO CORAZÓN

Applied AI

Applied AI tools developed for Universidad del Sagrado Corazón and placed into use within an institutional environment.

Speaks to: the AI-enabled tools proposed here



WE ARE NOT STARTING FROM ZERO

Relevant experience with DDEC and the economic development agenda

THEN

The campaign that proved facts win

5 / 10

Populicom developed the facts based 6 out of 10 pharmaceutical campaign for DDEC. The work established a method that remains relevant today, lead with evidence, then show its human and economic meaning.



That evidence first method informs the platform proposed in this deck.

NOW

Con Permiso

Communications supporting the new permitting process and its role within the broader economic development agenda



Economic development platform work

Experience translating economic development priorities into a coherent public narrative

Yo Sirvo a Puerto Rico

A motivational campaign elevating the role of Puerto Rico's more than 200,000 public workers serving citizens from every workplace



Across these engagements, Populicom has translated institutional priorities into communications grounded in evidence and connected to people.

A

The Strategic Opportunity

The economic strategy becomes more valuable when people can understand it, verify it, and act on it.

Puerto Rico must compete through the total value it creates and communicate that value with credible evidence.

Puerto Rico enters a consequential alignment period with clearer policy direction, stronger institutional authority, committed resources, and favorable global shifts. Communications must connect these forces and make progress clear and relevant to every audience.

Three forces reshaping how jurisdictions compete globally

01



Competition Beyond Tax Advantages

The global minimum tax changes how jurisdictions compete. Puerto Rico must communicate the value created by its talent, location, industrial capabilities, innovation, and quality of life.

02



Supply Chain Resilience

Companies are restructuring operations to reduce risk. Puerto Rico offers a United States legal framework, established manufacturing infrastructure, and access to the Americas.

03



Competition for Talent

Talent has become more mobile. Puerto Rico can connect professional opportunity and quality of life with a global diaspora that contributes talent, capital, and market relationships.



Puerto Rico must compete on total value, supported by evidence and a coherent narrative.

Puerto Rico's position: Competitive assets with economic value

Puerto Rico has an established industrial history, specialized capabilities, a bilingual workforce, and access to United States markets. The opportunity is to connect these assets within one contemporary economic narrative.



25%+

of all U.S. pharmaceutical exports produced in the world's most concentrated manufacturing cluster.



Bilingual

A sophisticated bicultural workforce combining U.S. educational standards with Caribbean cultural richness.



1 Generation

Operation Bootstrap: agricultural economy to global industrial center, a model studied worldwide.



**U.S.
Framework**

A proven record operating within U.S. legal and regulatory frameworks, with advanced professional services.

DDEC can establish the shared economic framework while Invest Puerto Rico, Discover Puerto Rico, PRIDCO, and sector organizations continue to execute within their mandates.

Three distinct roles within one public narrative

LAYER 1

DESARROLLO 2038

The institutional agenda

The proposed institutional identity for the long term economic agenda, used across official planning, reporting, and stakeholder coordination.

LAYER 2

Reforma de Permisos

A permitting communications initiative

A focused communications initiative explaining how permitting reform affects residents, entrepreneurs, investors, and public service.

LAYER 3

THE NEW ECONOMIC MOMENTUM NARRATIVE

The continuous evidence system

A recurring stream of milestones and results. Each proof point identifies the baseline, target, progress, and accountable institution.

Together, the three layers support institutional continuity, public understanding, and accountability across initiatives.

Desarrollo 2038 should be introduced as a framework for implementation and public accountability, with early milestones that distinguish it from previous planning efforts.

Evidence, transparency, and participation build credibility

Puerto Ricans have experienced repeated transformation promises with uneven results. The strategy must respect that experience and earn confidence through evidence, transparency, and participation.

Evidence precedes claims. Proof precedes promise.

1

Early Visible Wins

Proof points established before
ambitious narrative claims

2

Third-Party Validation

Credible external voices supplement
government-sourced messaging

3

Transparency Infrastructure

Public accountability built into the
architecture from day one

4

Participatory Mechanisms

Audiences given agency in the story,
not treated as passive recipients

The Strategic Frame:

PRDEDC seven priorities, reorganized into three core objectives



Influence



Attract & retain investment



Promote reshoring



Bring back talent



Strengthen local business ecosystem

*Communications creates the conditions;
business development converts.*



Own



Build a cohesive State brand



Reinforce PRDEDC institutional image

*Communications owns the unified narrative
and measures whether audiences recognize
and understand it.*



Support



Advance modern permitting

*Communications explains how operational
reforms affect competitiveness and the
audience experience.*

The POPULICOM Advantage & Approach

We bring the **strategic depth** to understand the agenda, the **capacity to execute** it, and the **intelligence to improve** the work continuously.

Institutional fluency

Experience working within Puerto Rico institutions, public accountability requirements, leadership transitions, and complex stakeholder environments.

Economic development lens

The team connects communications to investment, talent, industry, entrepreneurship, permitting, public confidence, and measurable economic priorities.

Integrated operating system

Strategy, creative, media, public relations, production, technology, and intelligence operate through one accountable partnership.

B

A Unified Brand Architecture

The Puerto Rico Effect.

The umbrella communication strategy

One unified brand architecture

The architecture answers three questions consistently across audiences and sectors.

THE PUERTO RICO EFFECT

The Promise

“What does Puerto Rico truly offer?”

The promise defines the value Puerto Rico creates when its assets, people, capabilities, and institutions work together.

THE ECONOMIC MOMENTUM NARRATIVE

The Proof

“Is it real and working now?”

The proof system turns milestones, expansions, service improvements, and success stories into cumulative evidence.

PRDEDC

The Enabler

“Who makes it happen? Can I trust them?”

DDEC sets the economic framework, connects the ecosystem, and makes progress visible.

Together, these elements create one story that can scale across audiences, industries, and all seven RFP priorities.

How Puerto Rico assets create value

The Puerto Rico Effect is the value created when the Island's advantages work together.

FROM ASSETS TO ECONOMIC VALUE

Legal framework becomes investor confidence

Geography becomes market access

Industrial history becomes operating capability

Talent becomes specialized expertise

Policy becomes a pathway to opportunity

Culture becomes creativity and adaptability

The Puerto Rico Effect moves the story from a list of assets to a clear explanation of what those assets make possible for businesses, talent, entrepreneurs, and communities.

One platform expressed across strategic sectors

Each sector uses the same platform while emphasizing the capabilities, evidence, and action relevant to its audience.

Puerto Rico Effect in Pharmaceuticals

50+ years of manufacturing excellence, FDA-ready facilities, proven quality systems that earned global trust

Puerto Rico Effect in Technology

Emerging innovation hub with Act 60 advantages, bilingual developers, U.S. time zones, quality of life

Puerto Rico Effect in Manufacturing

Premier reshoring destination: skilled workforce, strategic location, established supply chains

Puerto Rico Effect in Aerospace

Precision manufacturing legacy, security clearance-ready workforce, strategic U.S. location

Puerto Rico Effect in Services

Sophisticated professional infrastructure, bilingual talent pool, U.S. framework, competitive costs

Puerto Rico Effect in Agriculture

Tropical agriculture potential, food security opportunities, sustainability innovation

How the ‘Puerto Rico Effect’ Translates Across Audiences

AUDIENCE	THEIR ASPIRATION	THE PUERTO RICO EFFECT EXPRESSION
Global Investors	<i>Confident investment, strong returns</i>	The strategic advantage that validates the decision: proven ROI, de-risked investment
Manufacturers	<i>Successful expansion</i>	The expansion platform that delivers: supply chains, skilled workforce, operational excellence
Reshoring Companies	<i>Supply chain resilience</i>	The U.S. solution with competitive advantages: domestic supply chain, strategic location
Startups / Entrepreneurs	<i>Growth, funding, exit</i>	The ecosystem accelerator: capital access, talent pool, support infrastructure
Professional Talent	<i>Career advancement, life quality</i>	The career multiplier: opportunity density, lifestyle quality, meaningful work
Diaspora	<i>Return with purpose</i>	The homecoming opportunity: career plus purpose, family connection, contribution
Local SMEs	<i>Business growth, stability</i>	The growth platform: supply chain integration, capital and support, path to scale
Puerto Rico Citizens	<i>Opportunity, pride, hope</i>	The collective advancement: pride in proven capability, shared prosperity

A continuous evidence and editorial system

The Economic Development Momentum Narrative is the operating method for documenting progress. It organizes milestones, results, and independent validation into a consistent public evidence stream.

1

Milestone Celebration

Every investment, expansion, startup win, talent return, and SME milestone is communicated as validation of the promise.

2

Multiplier Connection

Each success is explicitly linked to the brand: “Another company experiencing The Puerto Rico Effect.”

3

Cross-Audience Validation

Investor wins reassure other investors and show citizens the transformation is real; talent returns validate both diaspora and workforce strength.

4

Continuous Proof Stream

An initial cadence of proof points, progress metrics, testimonials, and independent recognition, calibrated during onboarding to the evidence available.

The evidence changes by audience, while the system and standards remain consistent.

PRDEDC as the institutional connector

DDEC provides the shared economic framework and connects the institutions that deliver it. Invest Puerto Rico, Discover Puerto Rico, PRIDCO, and sector organizations retain their mandates while contributing to a more coherent Puerto Rico story.

Set the framework

Define the shared economic priorities and narrative.

Connect the ecosystem

Connect institutions, programs, businesses, talent, and communities.

Align execution

Coordinate timing, messages, evidence, and shared opportunities.

Remove friction

Explain reforms and help audiences reach the right resources.

Make progress visible

Report milestones and show how economic progress reaches people.

Consistent coordination and visible evidence strengthen trust in the institution and confidence in Puerto Rico.

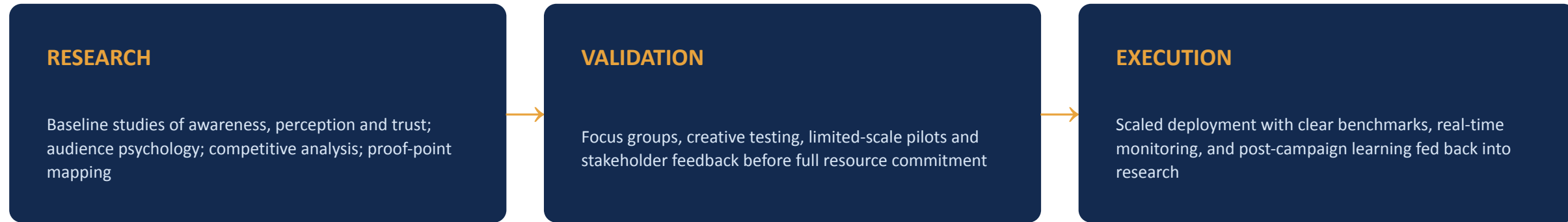
C

The Integrated Execution Model

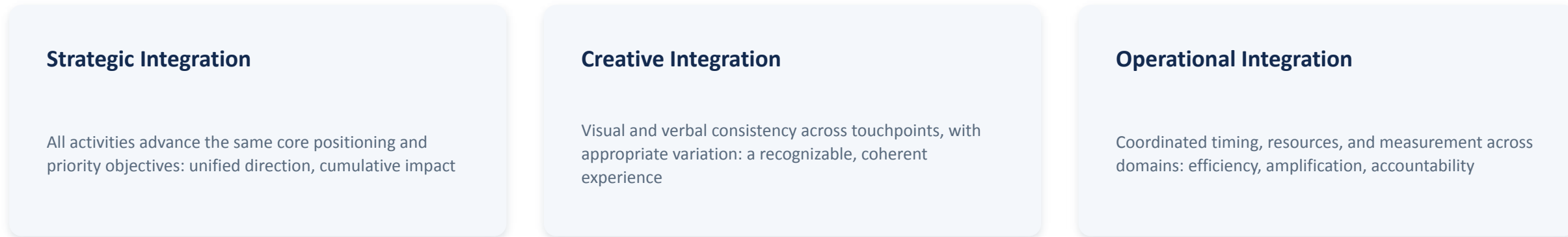
How Populicom turns the architecture into an operating system across strategy, content, activation, intelligence, and governance.

THE OPERATING METHOD

Populicom research, validation, and execution method to reduce risk before scale.



THREE LEVELS OF INTEGRATION



A disciplined first-year implementation

PHASE 1

Days 1–45

Onboarding & Alignment

- Stakeholder immersion & competitive audit
- Governance charter, protocols, RACI
- Baseline research: awareness, perception, trust
- Master narrative calibrated with leadership
- Polish Brand & Campaign Master Materials

PHASE 2

Days 46–120

Narrative & Content System Build

- Brand identity system & guidelines
- Sector modules (the “Effects”) & playbooks
- 12-month editorial calendar & workflows
- Digital, CRM & public dashboard launch

PHASE 3

Day 121 →

Momentum Activation (continuous)

- Minimum 2 proof points per month
- Campaigns, media buying & PR cadence
- Events & activations
- Weekly optimization, quarterly refresh

From foundation to permanent infrastructure

YEAR 1

Foundation & Credibility

Unified brand architecture, governance, measurement baselines, early momentum through clarity and validation. AI tools piloted under control.



YEAR 2

Scale & Sustained Momentum

Expanded narrative reach, deeper market engagement, more third-party validation. AI tools move from pilot to operational use.



YEAR 3

Institutionalization

Brand governance, always-on validation, and intelligence embedded as permanent economic development infrastructure. The platform and intelligence capabilities become part of DDEC's permanent communications infrastructure.

D

Intelligence & Innovation

ECO real time citizen listening, responsible AI, platform tools, and decision ready analytics.

ECO: Escucha Ciudadana Online

Populicom proprietary citizen listening platform converts public social conversation into structured institutional intelligence that can inform content, issue response, and leadership decisions.



ECO completed a 13 week pilot with DDEC, producing weekly reporting and rapid alerts for leadership. The leave behind will incorporate examples of the insights and decisions supported during the pilot.

ECO Radar DDEC Daily Email

populicom



ECO Radar Dashboard



<https://citizenecho.com/overview>

ECO CAPABILITIES: Public Sentiment, Turned Into Actionable Intelligence

1

Real-Time Conversation View

Live visibility into public social conversations relevant to DDEC's mission, themes, and initiatives as they happen

2

Daily Executive Summary

A structured brief built for leadership: headline, the day's metrics, what is holding, what is new today, and the underlying signal

3

Rapid Alerts

Emerging issues flagged in a format designed to be read and understood in under 2 minutes

4

Institutional Health Index

A composite IHI tracking institutional standing over time, with baselines calibrated by agency type

5

Issue Ownership Tracking

Which themes the institution owns in the public conversation, and where competitors for attention are gaining ground

6

Stakeholder Segmentation

Conversation analyzed across five stakeholder categories, so responses and content match who is actually talking

Operated under a transparency framework aligned with Ley 141-2019. Public conversations only, in service of better public service.

How citizen listening powers the entire architecture

Feeds the Economic Momentum Narrative

Success stories, testimonials, and organic proof points are found in the live conversation and amplified while they are fresh

Sharpens The Puerto Rico Effect

Reveals which promise expressions resonate with each audience, so sector and audience messaging is tuned by evidence

Protects PRDEDC's Image

Early-warning on emerging issues gives the institution hours of advantage, feeding directly into the crisis protocol

Measures What Matters

Sentiment, share of voice, issue ownership, and message pull-through flow straight into the KPI dashboards

ECO uses public conversations to support better communications and public service. Governance, privacy, and appropriate institutional use remain explicit requirements.

• LIVE

ECO, right now

The live pitch will demonstrate the current public conversation about Puerto Rico's economy. This leave behind will include selected screenshots and an explanation of the decision value.

1

Today's conversation

The themes citizens and businesses are discussing right now

2

Sentiment & signals

How the conversation feels, and what is gaining force

3

The opportunity

Where PRDEDC can step in and lead, this same week

Proposed tools for high friction information needs

AI 1

Investment Intelligence Assistant

Investors and site selectors ask natural-language questions and get structured, sourced answers from PRDEDC-approved data: incentive pre-screening, workforce and infrastructure summaries, comparative briefings. Goal: make Puerto Rico's short list.

AI 2

SME Resource Navigator

Translates the fragmented ecosystem of loans, incentives, grants, and technical assistance into plain-language, tailored roadmaps with direct links to official portals. Goal: programs reach the businesses they were designed for.

AI 3

Business Launch & Permitting Guide

Step-by-step guidance through business formation and permitting, by business type and location. Does not issue permits or make determinations. Goal: less confusion, fewer errors, faster time-to-opening.

PLATFORM PLACEHOLDER · Add approved tool specifications, data sources, governance controls, pilot requirements, and implementation dependencies.

Decision Grade Intelligence: Analytics and Reporting

Real-Time Performance Dashboards

Consolidated KPIs organized by brand architecture component, daily execution updates, exportable reports

Cross-Channel Attribution

Multi-touch attribution connecting activities to outcomes; ROI analysis by campaign and audience segment

Audience Segmentation Intelligence

Behavioral clustering, journey mapping, segment-level performance, personalization opportunities

Competitive Intelligence

Share of voice tracking, competitor messaging analysis, positioning benchmarks, opportunity gaps

E

Measurement & Governance

Connecting communication indicators to audience action, institutional performance, economic development pipelines, and RFP accountability.

The six expected outcomes, each with its own measurement system

1. Public recognition of PRDEDC's role

Brand & trust tracking: n=1,000+ survey waves, social listening, search trends. Awareness, role clarity, trust index. Baseline + quarterly.

2. Global investment destination visibility

Enterprise media monitoring, Tier 1 coverage, SEMrush. Share of voice vs. Ireland, Singapore, Costa Rica, DR. Real-time + monthly.

3. Private sector, entrepreneur & diaspora engagement

CRM with audience segmentation, event platforms, email analytics. Attendance, leads, database growth, funnel conversion, NPS.

4. Hub of talent, creativity & opportunity

Earned media with narrative tagging, social listening, brand tracking. Message pull-through, third-party validation, perception shift.

5. Consistent coverage of strategic priorities

Real-time dashboards, media platforms with attribution. Coverage balance across the 7 priorities, proactive vs. reactive ratio.

6. Effectiveness through analytics & KPIs

Unified dashboard, multi-source integration, A/B protocol. Cost-per-outcome gains, time-to-insight reduction, budget effectiveness.

Additional outcomes the measurement system can evaluate

Investment Pipeline Contribution

Communications-sourced leads passed to Business Development, with conversion rates: direct ROI demonstration

Diaspora Return Pipeline

Progression from awareness to relocation inquiry to confirmed return: human capital recovery

International Ranking Improvements

Position in business climate rankings, investment indices, and talent reports: third-party credibility

Ecosystem Coordination Efficiency

Message alignment and cross-entity amplification: the multiplier effect of unified messaging

Crisis Resilience Capacity

Response time to issues and sentiment recovery after negative events: reputation protection

SME Integration Success

Local business engagement and supply chain integration: inclusive growth demonstration

The Measurement Charter will document approved KPIs, baselines, quarterly targets, methodologies, reporting formats, and recalibration protocols during the first 45 days.

Transparent media management and audit readiness

Billing Transparency

Direct-to-platform buying where possible, clear separation of fees and spend, itemized invoices with placements, impressions, CPMs, and taxes

Reconciliation & Audit

Invoices reconciled against platform delivery reports, with full documentation for audit and compliance review

QA & Verification

Pre-launch trafficking QA, post-launch validation, third-party viewability, fraud protection, and brand safety tools

Performance Reporting

Real-time dashboards, weekly optimization reviews, monthly spend summaries, cross-channel attribution

Governance for leadership alignment and clear decisions

A designated Business Leader & Project Manager will serve as the primary contact with the DDEC Office of Communications.
The first phase will recalibrate priorities with current leadership and establish decision rights, approval workflows, reporting, and quality control.

Weekly Status	Tactical updates, immediate priorities, issue resolution	Project Manager + PRDEDC Communications Lead
Monthly Performance	Dashboard review, optimization recommendations, next-month priorities	Populicom Leadership + PRDEDC Core Team
Quarterly Strategic	Strategic review, brand health assessment, annual planning alignment	Agency Leaders + PRDEDC Secretary + Communications Lead

F

The Creative Expression

One strategy, expressed through the rhythm of progress.

What the creative system must solve

The cohesive state brand priority must work across audiences with very different decisions while maintaining economic credibility, cultural relevance, and a clear institutional role for DDEC.

THE REQUIREMENT

- It must work for an investor in New York and a family in Ponce with the same words
- It must carry industrial credibility and cultural authenticity at the same time
- It must elevate the Island while keeping PRDEDC visible as the driving institution

WHAT THE DEMONSTRATION PROVES

A successful platform can strengthen the Puerto Rico brand, support qualified action, and scale across investment, reshoring, talent, entrepreneurship, and permitting without creating disconnected campaigns.

PUERTO RICO EFFECT MANIFESTO

Some places ask the world to believe in them.

Puerto Rico asks the world to check its pulse.

Every thirty seconds, somewhere, a heart finds its beat again
because of hands that work on ours.

Every two seconds, a patient is watched over
by something born on this Island.

Every morning, someone sees clearly, takes a first step,
comes back to life, on our tempo.

We are not asking for applause.

We are keeping the pace.

PUERTO RICO EFFECT MANIFESTO

The beat is steady. The tempo is constant. The output is real.

That's the Rhythm of Puerto Rico.

The Puerto Rico Effect is what we deliver.

The Rhythm of Puerto Rico is how the world feels it.

Abroad, a revelation. At home, a recognition.

TO THE WORLD

The rhythm is revelation.
Abroad we create respect.

A Puerto Rico no one suspected: operating at global tempo, keeping hearts beating on six continents with Swiss discipline and Caribbean soul. The reaction we engineer is the double take: curiosity first, respect immediately after, because every claim arrives wearing its proof. This is how a place is re-filed in the world's mind as a country of consequence.

TO PUERTO RICANS

The same rhythm is recognition.
At home we build pride.

Citizens do not discover these facts; they discover themselves in them. The hands in every film are their hands, their neighbors', their daughters'. The campaign returns what decades of crisis narrative took away: the evidence that the world already runs partly on Puerto Rican excellence, and that the beat never stopped, even when the lights did.

One platform does both, because pride and respect are the same emotion observed from two distances.

One vertical in full, two in preview. ALL using the same framework

Medical Devices

Developed in full: the working model

Key video: the runner and the pacemaker

Key visual: the campaign's signature image

Print: "Manufacturing at Global Tempo"

Social: LinkedIn-led, with Meta support, six product stories with investment CTAs

Diaspora & Agriculture

Previewed to demonstrate adaptability.

"No matter where life has taken you, your rhythm started here."

The same platform, turned inward: from industrial cadence to the pulse of home, inviting talent to come back so we can move forward together.

Full DDEC Portfolio

Developed upon approval across programs, incentives, decrees, industries, and priority audiences.

- . Pharmaceuticals
- . Aerospace
- . Tourism
- . Entrepreneurship
- . Advanced Manufacturing
- . Agriculture, Food & Beverage
- . Creative Industries
- . Energy
- . Finance and Insurance
- . Logistics
- . Technology

The rhythm changes by sector. The system does not.



Fact. Cadence. Life.

Years ago Populicom built for this department the first undebatable campaign in its history: 6 out of 10 pharmaceutical products are manufactured in Puerto Rico. The Rhythm of Puerto Rico is the evolution of that discipline, taken one step further: the fact is no longer the destination. It is the departure point.

1. THE FACT

Verified. Undebatable.

"90% of the world's pacemakers are made in Puerto Rico."

Makes it credible

2. THE CADENCE

The fact expressed in time.

"A pacemaker made every 30 seconds."

Makes it ours

3. THE LIFE

The human inside the cadence.

"A heart finding its beat again."

Makes it unforgettable

A slogan asserts. A rhythm demonstrates, on a schedule the audience can verify. In a market defined by plan fatigue, the most persuasive thing a government platform can be is checkable.

The Insight

Puerto Rico already runs on a cadence other destinations would envy

Every 30 seconds

a pacemaker is made here, keeping hearts beating on six continents

Every 2 seconds

an ICU patient somewhere in the world is monitored through a device built here

Every second

hundreds of glucose readings flow through components made in our towns

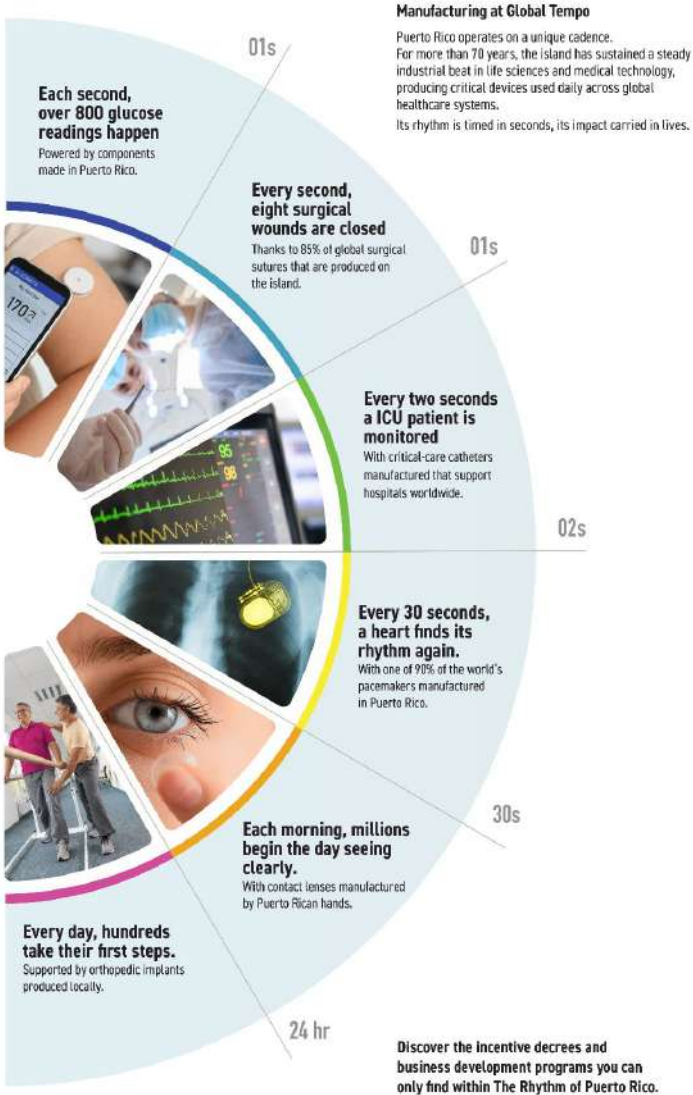
Every moment

surgical sutures produced on this Island close wounds on every continent

Puerto Rico keeps part of the world alive, on schedule, every second of every day.

The gap between what Puerto Rico does and what anyone believes about it is the creative opportunity. It is enormous, and it is ours.

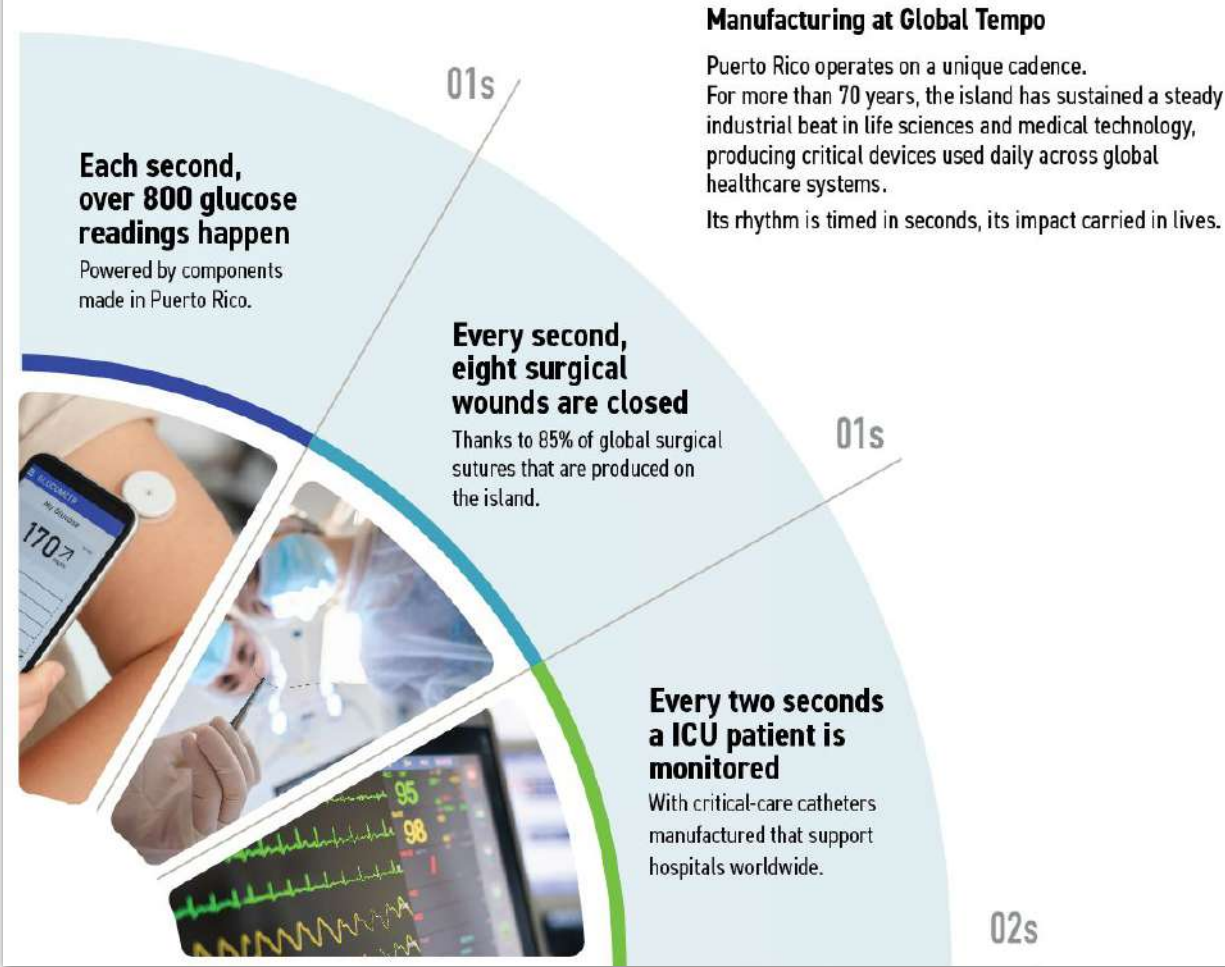
That's the Rhythm of Puerto Rico.



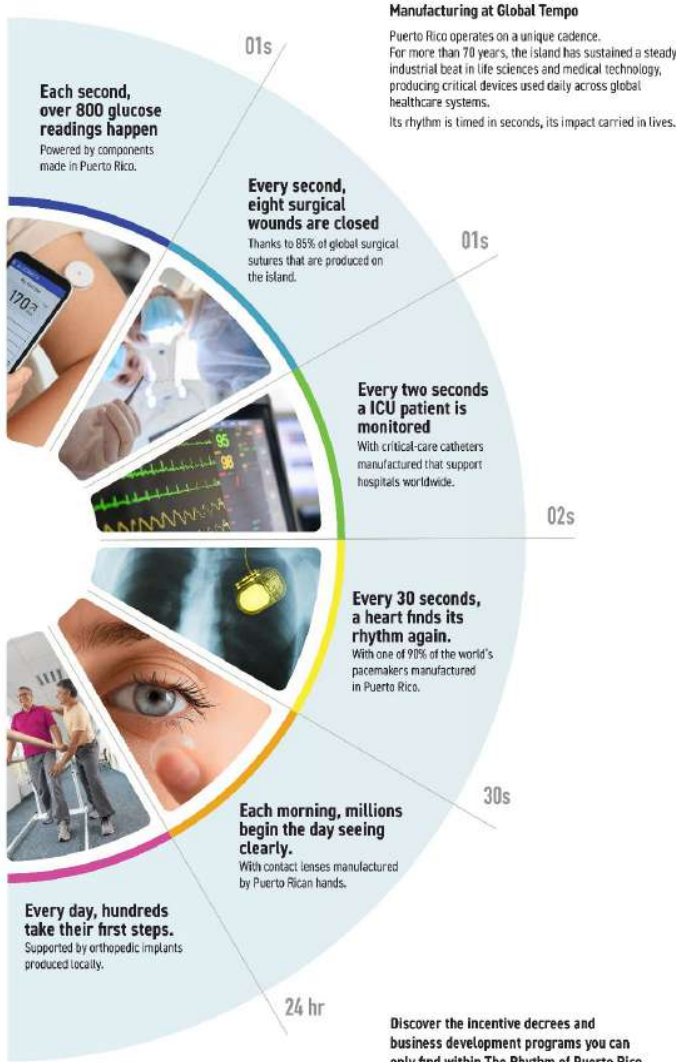
Schedule a one-on-one consultation to explore the possibilities.



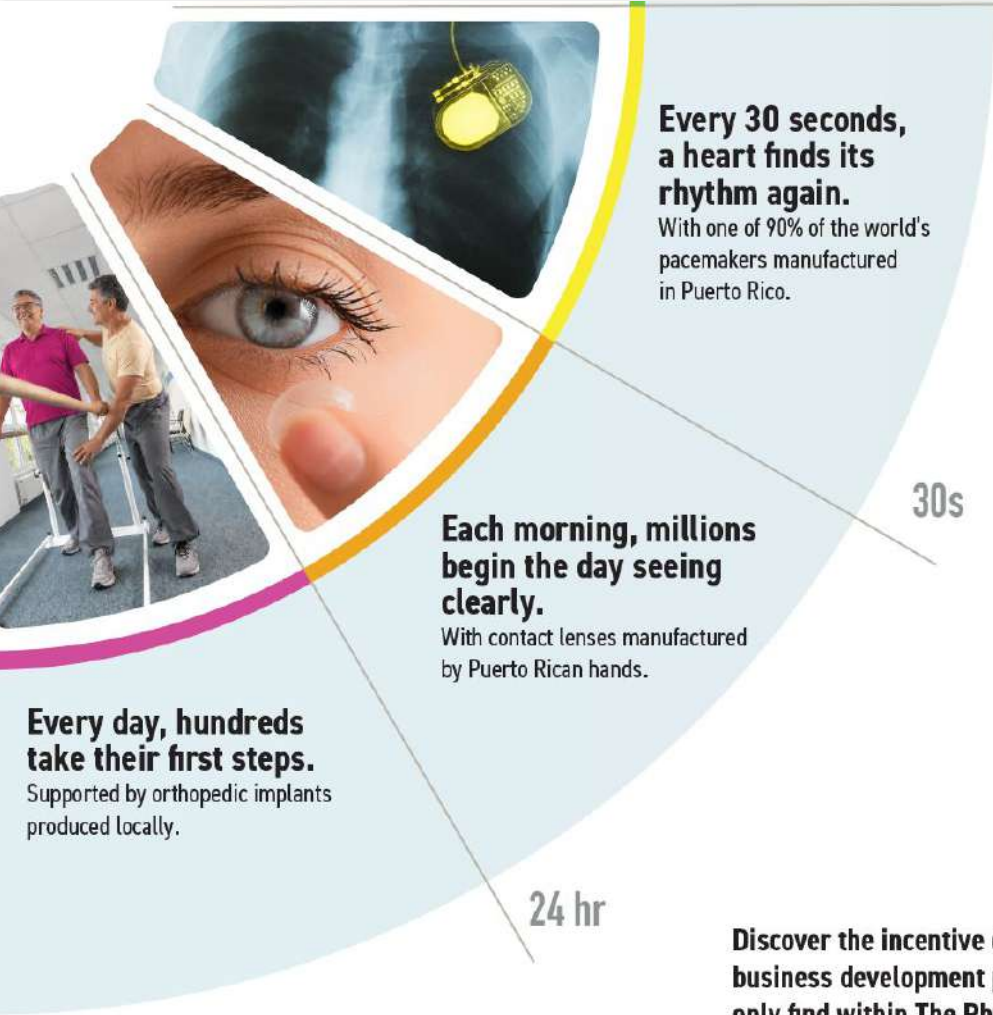
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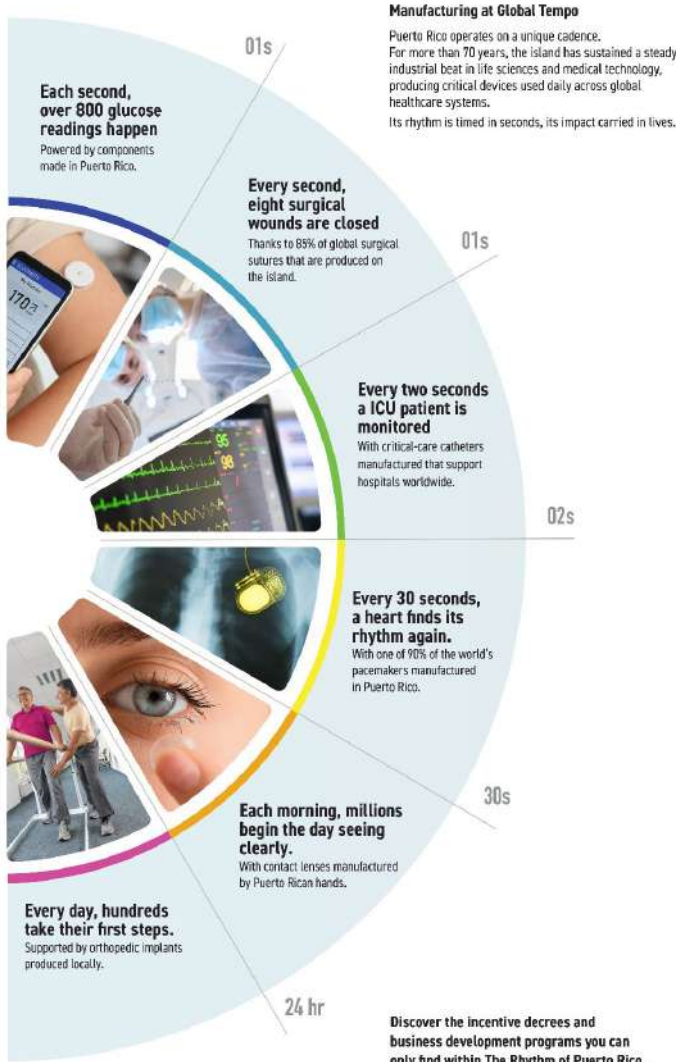
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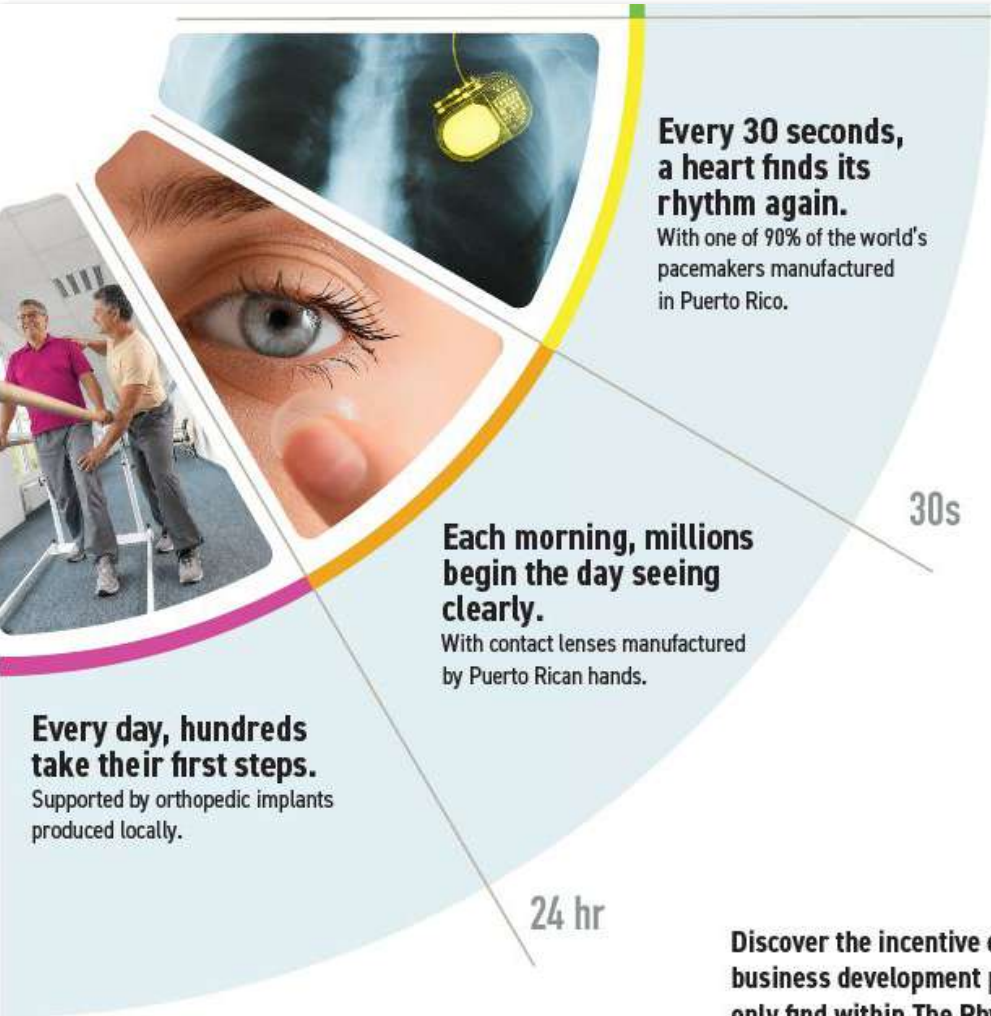
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SOCIAL

PACEMAKER

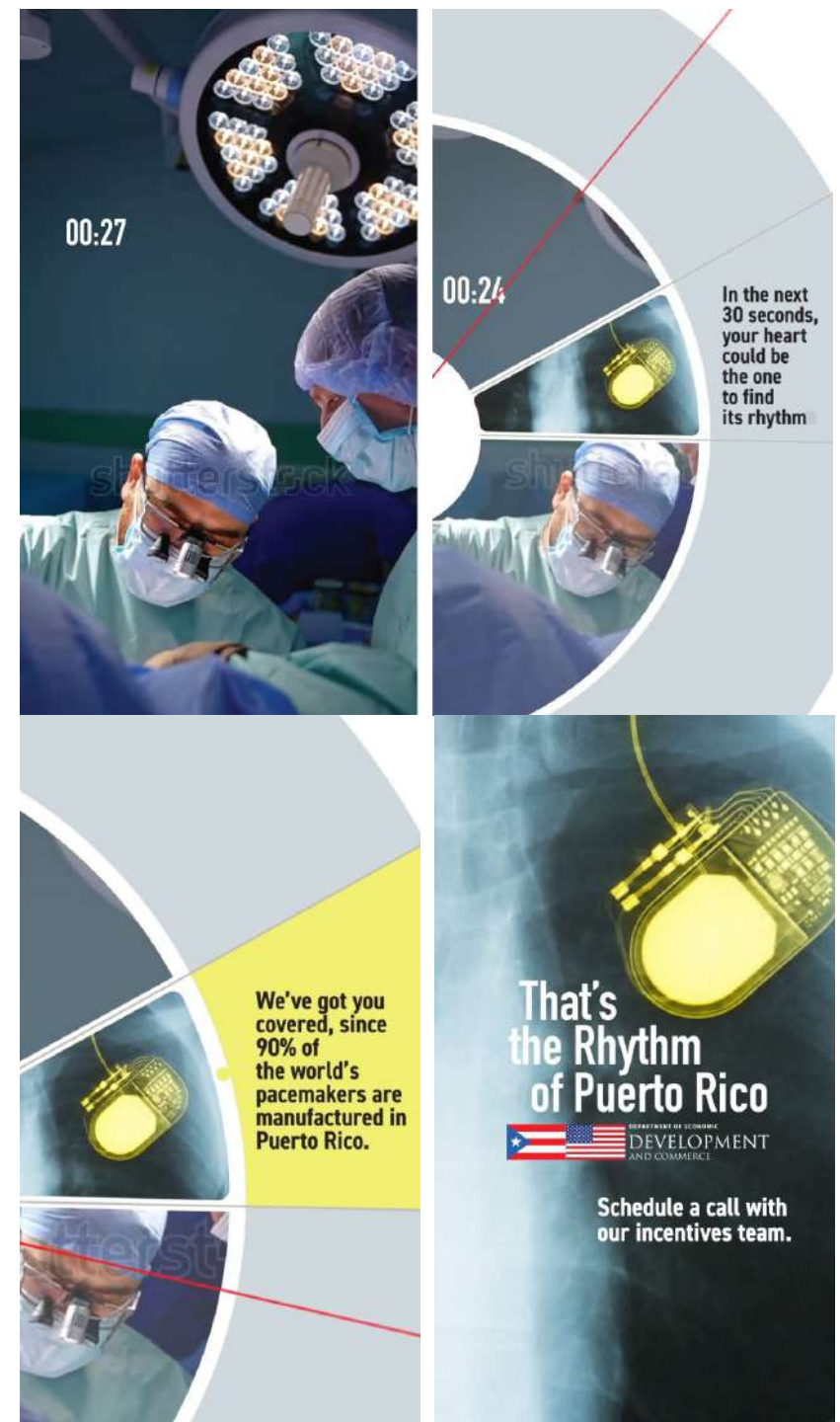
Every 30 seconds, a heart finds its rhythm again thanks to a pacemaker built in Puerto Rico.

The island produces 90% of the world's pacemakers. This achievement comes from decades of experience in strict, high-precision manufacturing.

If your company is evaluating where to build, scale, or de-risk production of Class III cardiac devices, that expertise gives you a head start.

 Schedule a call with our incentives team to explore Puerto Rico as your next manufacturing site → [\[enlace\]](#)

#MedicalDeviceManufacturing #PuertoRico #MedTech #ForeignDirectInvestment



SOCIAL

PACEMAKER

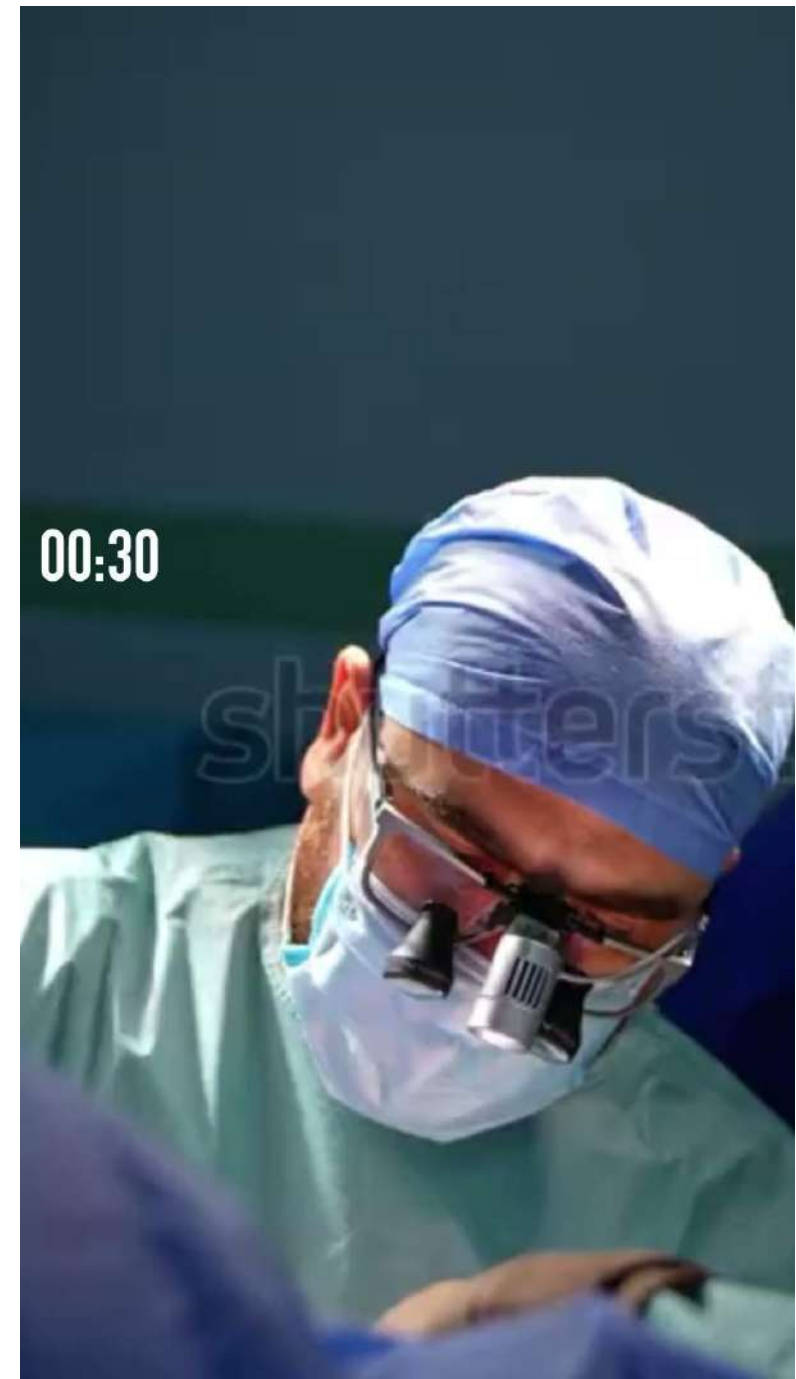
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#MedicalDeviceManufacturing #PuertoRico #MedTech #ForeignDirectInvestment



SOCIAL

ICU CATHETERS

Every 2 seconds, an ICU patient somewhere in the world is being monitored through a device manufactured in Puerto Rico.

Critical-care catheters demand a production partner who can hold two things at once: strict regulatory discipline and constant, uninterrupted output. Puerto Rico's manufacturing base does both at scale.

If supply continuity is part of your evaluation criteria, let's talk.

 Schedule a one-on-one consultation with our incentives team → [\[enlace\]](#)

#MedicalDeviceManufacturing #PuertoRico #CriticalCare #SupplyChain



SOCIAL

ICU CATHETERS

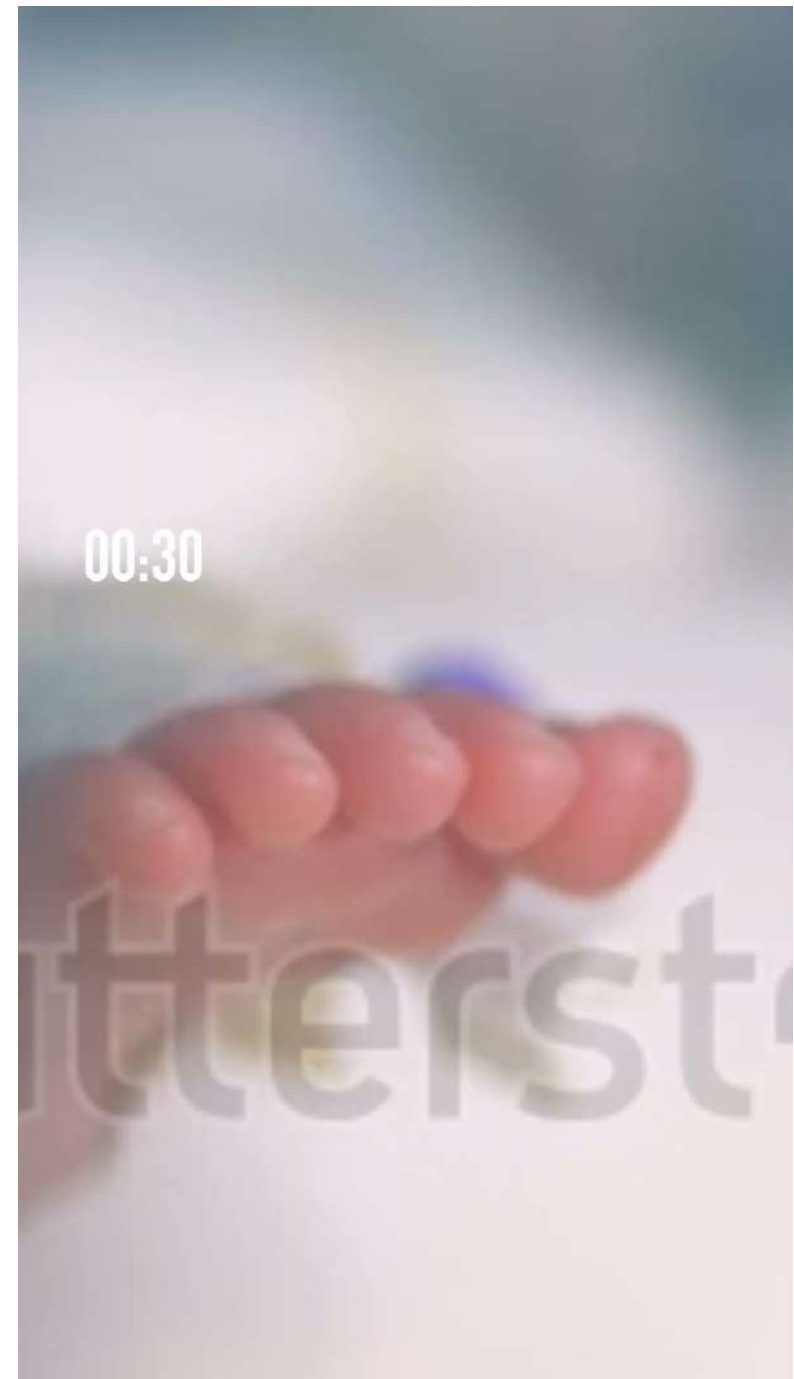
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#MedicalDeviceManufacturing #PuertoRico #CriticalCare #SupplyChain



SOCIAL

CONTACT LENSES

Every morning, millions of people see clearly because of contact lenses made in Puerto Rico and shipped around the world.

This is precision manufacturing at scale: high volume, strict compliance, and uninterrupted daily life for millions.

If your company manufactures consumer medical devices at volume, we should talk.

 Schedule a call with our incentives team → [\[enlace\]](#)

#MedicalDeviceManufacturing #PuertoRico #ConsumerHealth #Manufacturing



SOCIAL

CONTACT LENSES

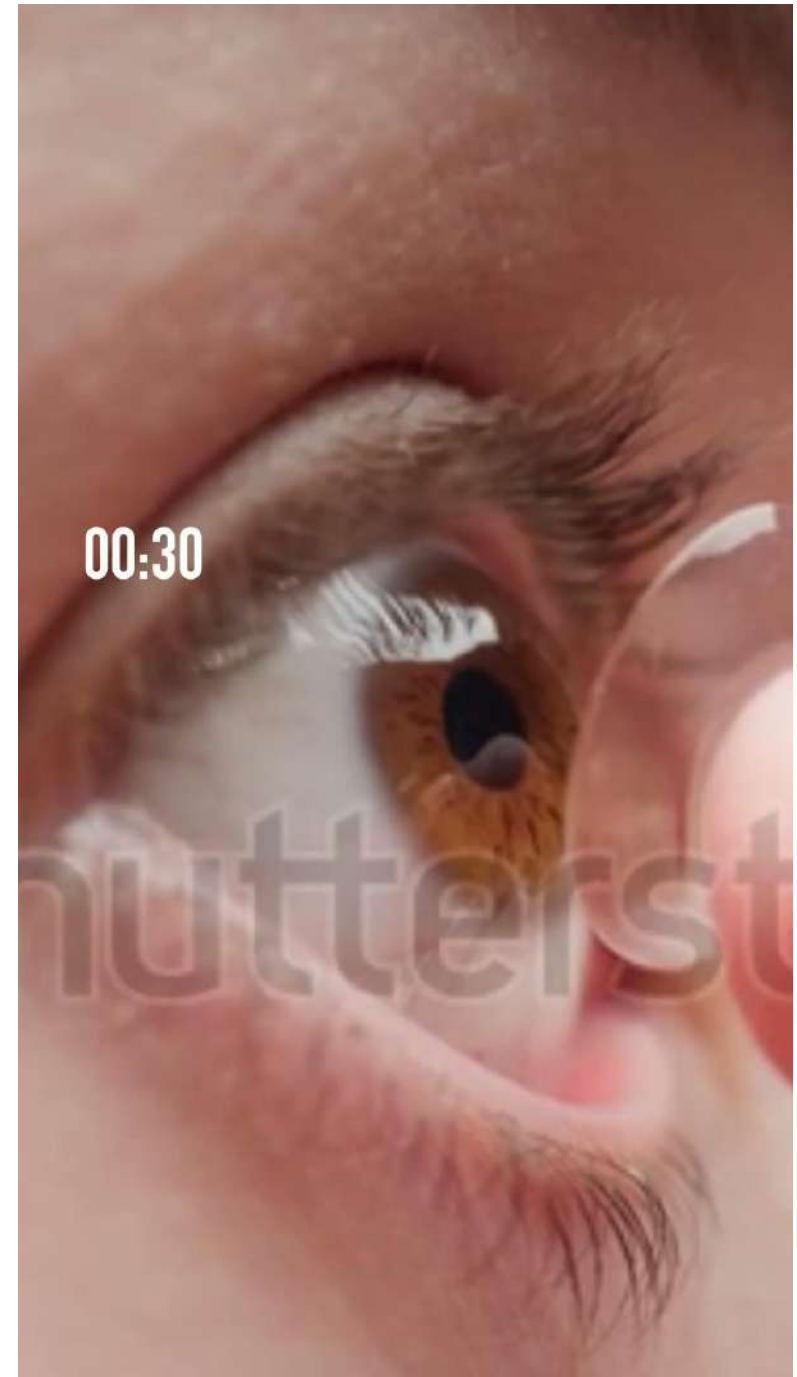
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#MedicalDeviceManufacturing #PuertoRico #ConsumerHealth #Manufacturing



SOCIAL

GLUCOSE MONITORING

Over 800 glucose readings happen every second, powered by components manufactured in Puerto Rico.

Real-time health data depends on manufacturing precision most patients never think about. Puerto Rico's ecosystem, with decades of regulated device production, is built for this kind of always-on reliability.

Building the next generation of connected health devices? We should talk about what you can manufacture here.

 Schedule a call with our incentives team → [\[enlace\]](#)

#MedicalDeviceManufacturing #PuertoRico #DigitalHealth #MedTech



SOCIAL

SURGICAL SUTURES

Every moment, eight surgical wounds are closed somewhere in the world with sutures made in Puerto Rico.

The island produces 85% of the world's surgical sutures. Proof of the scale, reliability, and continuity that manufacturers need to supply hospitals worldwide without disruption.

If scale and reliability are what you're solving for in your next facility, let's explore what that could look like in Puerto Rico.

 Schedule a call with our incentives team → [\[enlace\]](#)

#MedicalDeviceManufacturing #PuertoRico #Manufacturing #MedTech



SOCIAL

ORTHOPEDIC IMPLANTS

Every day, hundreds of patients take their first steps again, supported by orthopedic implants produced in Puerto Rico.

Mobility recovery depends on precision engineering, regulatory discipline, and advanced materials science. Puerto Rico's orthopedic manufacturing sector supplies these technologies to hospitals worldwide, supported by decades of expertise.

Considering Puerto Rico for your next orthopedic or implant manufacturing line? Let's discuss your requirements.

 Schedule a call with our incentives team → [enlace]

#MedicalDeviceManufacturing #PuertoRico #Orthopedics #MedTech



Audience Targeting Capability- LinkedIn

FILTER 1

Industries

- Medical Equipment Manufacturing
- Pharmaceutical Manufacturing
- Semiconductor Manufacturing
- Aerospace & Aviation Components Manufacturing
- Defense & Space Manufacturing

FILTER 2

Job Functions

- Finance
- Business Development
- Purchasing
- Program & Project Management
- Engineering
- Operations

FILTER 3

Seniority

- Owners
- Partner
- Executive
- Vice President
- Director

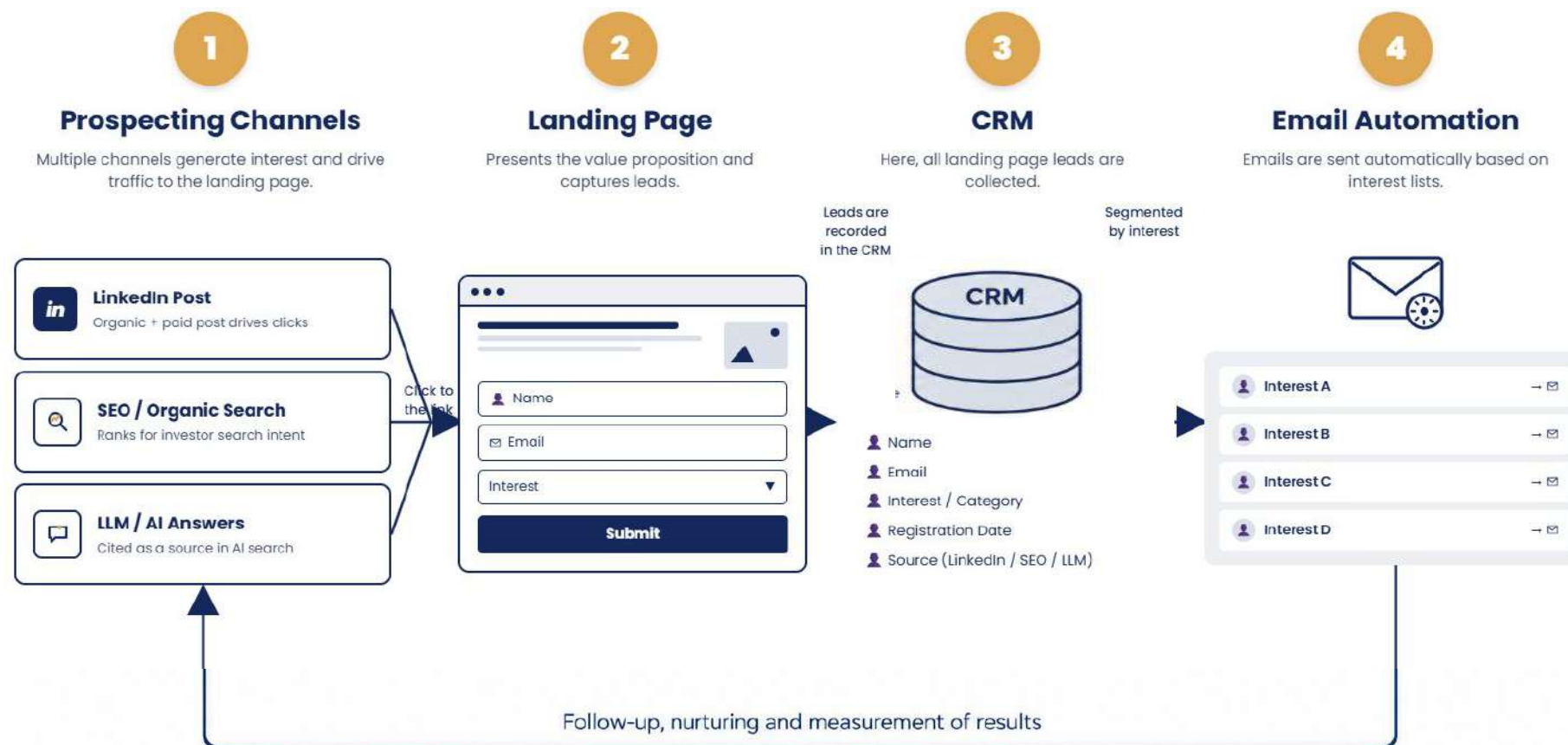


Core filters such as Language, Location and Senior-decision makers



1,100,000+ Estimated Target Audiences in USA
4,000,000+ Estimated Target Audiences in Europe

From prospecting to conversion, and beyond



From paid media to meaningful relationships, every interaction is an opportunity to capture data, understand our audience, engage with relevance, and build lasting relationships.

Local Market Vertical

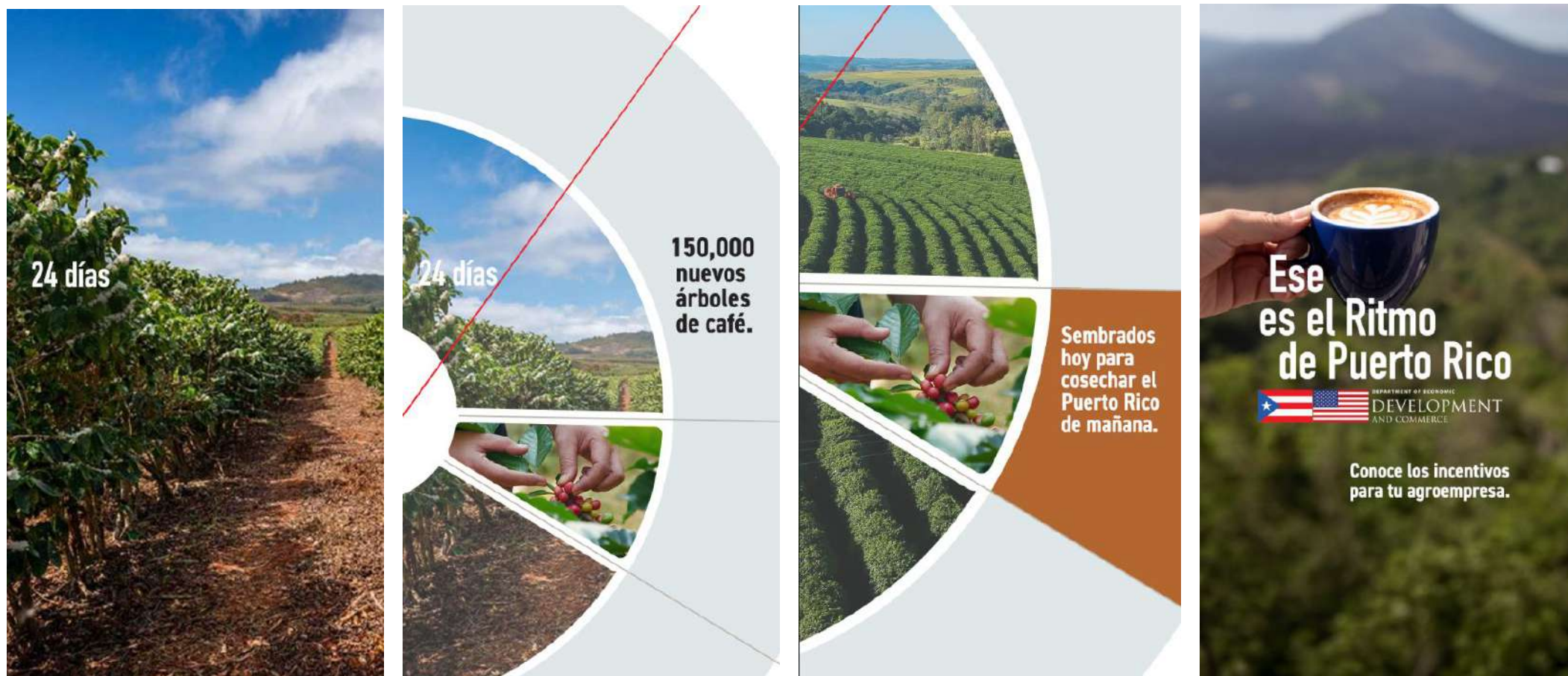
SOCIAL



Lo que cultivamos hoy será parte de los primeros momentos de una nueva generación.

🌱 Conoce los recursos que impulsan nuestra agricultura y producción local aquí: [🔗](#)
(enlace)

SOCIAL



Una iniciativa que llevó **150,000 nuevos árboles de café a manos de 115 agricultores** alrededor de Puerto Rico. ☕🌱 Una inversión en el futuro de uno de nuestros cultivos más importantes. Conoce este y otros incentivos para agricultores y agroempresarios como tú aquí: [🔗](#) (enlace).



El futuro del campo se cultiva con nuevas voces y nuevas manos. Si te interesa formar parte del ritmo de Puerto Rico, conoce los incentivos y recursos disponibles para hacer crecer tu agroempresa aquí: [🔗](#) (enlace).

Diaspora Vertical



BUILT LIKE THE BEST

A system by design, a signature by craft

Platform, Not Campaign

A long-term communication system: one framework demonstrated in full for Medical Devices, replicating across pharma, aerospace, agriculture, entrepreneurship, and the diaspora. Each sector finds its own tempo inside the same signature.

Image and Leads, One Engine

Every piece carries two layers: a brand layer that builds perception and a conversion layer that moves a real prospect toward a real conversation. Perception and pipeline advance together.

A Sonic Destiny

The world's most valuable brands invested in sound because sound outlasts images and crosses language without translation. This is the rare platform whose central idea IS its sonic identity: the beat of the edit, the pulse of the score, the cadence of the copy.

A Generous Construction

The Sounds of Puerto Rico already sings for tourism. The Spirits of Puerto Rico waits for our rums. The Rhythm of Puerto Rico drives the economy. One Island, one linguistic family, one coherent voice to the world.

Craft and strategy are the same decision here, which is exactly the condition under which the most awarded work gets made.

Let's create the next chapter together,
and give it a rhythm the whole world can feel.
This is **The Rhythm of Puerto Rico.**

G

About Populicom

Institutional fluency, integrated execution, and proprietary intelligence



populic.com



28

years serving Puerto Rico from Puerto Rico, with experience across government, business, and public audiences



360+

integrated execution across strategy, creative, media, digital, public relations, technology, and production



Top 3%

Google Premier Partner, the only full-service agency in Puerto Rico's AAPR roster



40+

talented people (and one dog) in Puerto Rico, USA, Spain, Colombia, and Mexico

Full service execution, connected to institutional intelligence

STRATEGY. CREATIVE. TECHNOLOGY. EXECUTION. MEASURABLE IMPACT.

INTEGRATED EXECUTION

From insight to action, across every channel.



Strategy & insights

Data informed strategy to guide decisions and drive impact.



Creative storytelling & identity

Compelling creative that builds awareness, trust, and pride.



Media: mass, digital, programmatic

Full funnel media strategy and optimization to maximize reach and results.



Public & media relations

Trusted narratives and strategic communications to shape perception.



Social media & community

Always on engagement that informs, involves, and activates.



Events & full in-house production

End to end event design, production, and experiences that deliver results.



THE SYSTEMS THAT IMPROVE EXECUTION

Technology and intelligence built for what's next.



Funnel design & marketing automation

Integrated campaigns from awareness to action.



AI tools & CRM integration

Smarter workflows and deeper stakeholder insights.



Real-time analytics & optimization

Continuous measurement to inform and improve performance.



SEO + Generative Engine Optimization in LLMs

Built for discoverability across today's and tomorrow's search.



Enterprise portals for regulated industries

Secure, scalable solutions tailored to government and compliance needs.



Accessibility workflows (508 / WCAG 2.1 AA)

Inclusive by design, ensuring equal access for all audiences.

Core team assigned to the PRDEDC engagement



Guillermo Paz

President · 35 yrs



Lizzette Quiñones

Strategic Planner · 35 yrs



Héctor López

Creative Director · 36 yrs



Alexandra Ruiz

Strategic Director · 19 yrs



Armando Soto

Head of Tech Innovation · 20 yrs



Marie Lucy Gratacós

Account Director · 29 yrs



Kay Martínez

Media Planner · 30 yrs



Liggie Bermúdez

Senior Account Executive · 28 yrs



Bárbara Rivera

Digital Director · 23 yrs



Gabriela Rosado

Social Director · 14 yrs

What Populicom is prepared to build with DDEC

1

One economic story

A shared promise that connects the economic agenda across audiences and sectors.

2

Continuous public proof

An evidence system that makes progress visible and supports informed confidence.

3

A clear role for DDEC

DDEC sets the framework, connects the ecosystem, and reports progress.

4

One accountable partner

Strategy, creative, media, public relations, technology, and production managed through one operating model.

5

Measurement tied to decisions

A measurement charter that connects communications to audience action and relevant economic outcomes.

6

Capability that remains

A communications platform and intelligence system designed to remain useful beyond a single campaign.

Puerto Rico has the assets.

DDEC can connect the system.

Populicom can build and amplify the story.

