

MAI-CoC
**Branding and Marketing to Enhance External Collaborations: Community
of Practice (CoP)**
Presenter Bios

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Jhilya Mayas is Technical Vice President in the Research and Evaluation Division at MayaTech. She has over 8 years of experience in developing strategic medical and public health education programs targeting a variety of audiences. Her subject areas of expertise include HIV, hepatitis C virus (HCV) cancer, obesity, women's health, Alzheimer's disease, and skin health. Prior to joining MayaTech, she worked at Ogilvy Healthworld, developing innovative and cost-effective approaches to delivering medical/health information to researchers, providers, clients, and the general public.

She holds a B.S. in Biochemistry and Molecular Biology from the University of Maryland Baltimore County, and a Ph.D. in Microbiology and Structural Biology from New York University School of Medicine. Jhilya is an avid rugby fan (and sometimes coach) and currently resides in Chicago.

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Carlos is the Senior Social Media Specialist at MayaTech Corporation. He has over 15 years of experience in the fields of technology and prevention. He has worked with all phases of information technology including systems set-up, troubleshooting and web development. He provides training on topics related to prevention and technology. Carlos also co-developed a booklet called "Social Media or Social Mania" which is a parent's guide that can help bring kids and their parents together so they can safely navigate their way through today's world of social media. Carlos enjoys playing soccer and spending time with friends and family.