

CUBA STUDY GROUP

FOR IMMEDIATE RELEASE
January 9, 2019

Contact: Ricardo Herrero
Cell: 917-796-1058

CUBA STUDY GROUP WELCOMES NEW EXECUTIVE DIRECTOR

Miami, FL - The Cuba Study Group announced today that Ricardo Herrero has been named executive director of the non-profit devoted to supporting economic growth and civil society development in Cuba, and stronger ties with its diaspora in the United States and abroad. Herrero will be based in Washington D.C. and will replace Andrew Otazo, who has served as the organization's executive director since 2016 and is stepping down to pursue other endeavors.

Herrero is a strategic communications and public affairs professional with nearly two decades of experience working at the intersection of foreign affairs, politics, media and philanthropy. From 2012 through 2017, he led two successful advocacy efforts to promote diplomatic and economic ties between the United States and Cuba – the first as deputy executive director of the Cuba Study Group and the second as the co-founder and executive director of the national #CubaNow campaign. Herrero is considered one of the leading Cuban-American voices in favor of meaningful U.S.-Cuba engagement and was recognized by the Obama Administration for his pivotal work shaping public support for the former president's efforts to normalize relations with Havana.

“Ricardo brings an unparalleled wealth of experience, knowledge and relationships from across the spectrum of U.S.-Cuba relations,” said Cuba Study Group Chairman Carlos Saladrigas. “His strategic approach to advocacy and ability to manage programs in multi-stakeholder environments has enriched our work since he first joined our organization as a Young Professional member in 2007. Having him serve as executive director will ensure that the Cuba Study Group remains a powerful bridge across thought-leadership circles in Washington D.C., Miami and Havana.”

“The Cuba Study Group has an established legacy of thoughtful and steadfast advocacy for the rights of Cubans at home and the diaspora to determine their own futures,” said Herrero. “As executive director, I will build on that legacy by championing policies on both sides of the Florida Straits that enable sustainable economic growth and respect for human rights in Cuba, and foster greater engagement between the people of our two nations.”

###

The Cuba Study Group is a non-profit, non-partisan organization, comprised of business and professional individuals with a deeply rooted love for Cuba and the Cuban people. We aim to put our collective experience in leadership skills, problem solving, and wealth creation at the service of the Cuban people. We aim to facilitate change, help empower individuals and promote civil society development.

Our mission is to help facilitate peaceful change in Cuba leading to a free and open society, respect for human rights and the rule of law, a productive, market-based economy and the reunification of the Cuban nation.