

# Lay Hing de Kort-Yee

Address: G.M. Bruynewijk 57, Savaneta, Aruba  
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Website: [www.c-economics.com](http://www.c-economics.com)

## Career Objective:

Strategic consultant with wide range of experience in business, NGOs, and social enterprises. Career objective is focused on making use of my professional skills and abilities for the greater good of our society through applied economics, research, policy, education, and coaching.

## 5/2015- Present

Founder, Partner & Consultant  
Cornerstone Economics, Aruba

Cornerstone Economics was created to support impactful and sustainable business models, NGOs, and programs through economic, finance, and strategic consultancy and capacity building.

- ▶ Setting up of project files to seek out donors and grants for projects in the area of elderly programs, teenage pregnancy programs, child protection services, refugees, civic organizations, agriculture, innovation, addiction recovery, education and entrepreneurship
- ▶ Strategic facilitation for the writing of strategic (business) plans for small, medium and large businesses and NGOs
- ▶ Capacity building and trainings in the field of strategy, entrepreneurship, financial education and management
- ▶ Evaluations of programs between NGOs and Government departments
- ▶ Research of the market with focus on the social sector as well as commerce

## 8/2019- present

Export Coach

Netherlands Enterprise Agency (RVO)

Registered and approved export coach in the Starters International Business Program by the Dutch Government. The program is for SME owners who have little to no experience with doing business in international markets who are coached to expand their activities abroad. The SIB Coaching voucher from the Starters International Business programme (SIB) provides voucher to help SMEs cover the cost of individual assistance and support. The freelance coach must be an approved export coach in the SIB.

## 11/2018-2/2021

Member of the Court of Audit

Court of Audit / Supreme Audit Institution, Aruba

As a member of the Court of Audit, I was appointed by the Court of Audit, after consultation and voting by the Parliament following nominations. As part of the college, my responsibility entailed the final decisions on compliance and performance audits of national policies, and public finance all with an eye on public interest (citizens) and the parliament.

**1/2017 -present**

Qredits Coach

Qredits Microfinancing, Aruba

As a registered Qredits Coach, I am a professional mentor for the NGO Micro financial institution Qredits. A business coach who assists in coaching new and existing entrepreneurs with the aim to support them through connection, personal, social, and professional support. [www.qredits.nl](http://www.qredits.nl)

**9/2016-12/2017**

TV host

Telearuba Nos Mainta, Aruba

Host the Economics & Finance segment in the morning TV program "Nos Mainta" with the purpose to bring financial education / financial literacy closer to our community and promote entrepreneurship.

**01/ 2013 – 5/2015**

Research Specialist & Financial Analyst (dual function) Aruba Tourism Authority, Aruba

- ▶ Design and conduct online exit survey(s) for the purpose of identifying tourism behavior and spending patterns amongst stay-over visitors (use of Survey Monkey, Tableau, SPSS and R).
- ▶ Various studies related to the calculation of elasticity and economic impact of tourism related subjects. Contributed in a consultancy paper as a Research Assistant together with PhD. Manuel Vanegas, professor at the University of Arizona.
- ▶ Writing of statistical tourism reports and also analysis of events.
- ▶ Lead and revamp an online data platform for the Aruba Tourism Authority that gave access to local stakeholders to tourism studies and data.
- ▶ Worked on various other tourism research-related assignments.
- ▶ As a financial analyst: in charge of the setting up the system for the Travel Promotion Levy as one of the income streams for the Aruba Tourism Authority.

- ▶ The collection, monitoring and management of the levy of all airline operators arriving on Aruba. Reporting to the CFO on the status of the revenue, negotiations with the airline operators and resolving disputes were required.
- ▶ Managing of other income streams for the Aruba Tourism Authority, including license fees and setting up of legal agreements between parties.

**8/2008-12/2012**

Jr. Analyst – Analyst  
Aruba Investment Bank, Aruba

- ▶ Advisory to large, medium, small companies and government institutions.
- ▶ Preparation of feasibility studies, socio-economic impact studies, business plans and market research for clients in diverse industries.
- ▶ Involved in the setting up of the Small and Medium Enterprise Guidance Program.
- ▶ Mentoring of existing and new Small and Medium Enterprises.
- ▶ Involved in the setting up of financial models for the purpose of raising (investment) capital for clients - Confidential Information Memorandums (i.e. hospital, infrastructure, condominiums, hotel, refineries, funds)
- ▶ Various presentations to the government and community in connection with Small Business Week and also Consumer Week.

**2/2008-5/ 2008**

Intern  
Aruba Investment Bank, Aruba

Internship final thesis “Five Forces, the exit door of a retail labyrinth” An analysis of the competitive environment in the Aruban retail market”

**5/2007-11/2007**

Part-time marketing coordinator  
PricewaterhouseCoopers Aruba

Prepare press releases and PR initiatives, setting up of marketing initiatives

#### Other early relevant experiences

- ▶ January 2007 – February 2007 (2 months): Aruba Investment Bank (AIB Bank N.V.) - Surveyor during a short project at the AIB Bank N.V.
- ▶ September 2006- December 2006 (4 months): Aruba Aloe Balm N.V. Internship project 'brand awareness research', included field research and survey.

#### Education and classification:

- ▶ 2009-2012 Webster University, St. Louis, USA MSc. in Finance
- ▶ 2004-2008 University of Aruba, BSc. In Commercial Economics

#### Seminar / Courses / Training & Lifelong learning:

- ▶ 2021: Strategic Development for Wildlife Conservation, WildTeam United Kingdom
- ▶ 2021: Sustainable Development Goals, application of Theory of Change by ICON institute
- ▶ 2018: Social Impact Strategy: Tools for Entrepreneurs and Innovators, Issuing authority Coursera, Penn University of Pennsylvania, Credential Identifier Credential ID 3SG8TGS766GE
- ▶ 2017: Youthpass for training and networking projects (support competence development of people and organizations active in the youth field by the Youth in Action Programme by the European Commission), Credential ID JLHG-RB9Q-P2T8-EJNR.
- ▶ 2015: National Council of Financial Educators USA, Certified Financial Educator
- ▶ 2014: Marketing Analytics, American Marketing Association, Atlanta
- ▶ 2013: "Mi Compromiso" training, which focuses on general history knowledge of Aruba
- ▶ November 25, 2011: Awareness to combating money laundering & anti -terrorist financing measures by Forensic Services Caribbean
- ▶ December 1-2, 2009: Anti -Money Laundering & Terrorist Financing Training by Professional Compliance Services

#### Skills & achievements, community participation:

- ▶ 2020 - present: Member / leader assistant of Scouting organization, Jeann Darc
- ▶ 2019 – Aug 2021: Board member C.R.A.F.T. Foundation, freely translated as Centre for the Reinforcement of Artisanal craftsmanship and the Formation of Talent. The mission of this non-profit foundation is to develop, encourage and expand Aruba's creative industry in general, and in particular the artisanal product, made in Aruba.
- ▶ 2016-2018: Board member Family First Foundation, with mission focus in supporting healthy families
- ▶ 2015: Founded the strategic consultancy firm (social enterprise) Cornerstone Economics
- ▶ 2014-2015: Secretary of Kiwanis Club of Young Professionals Aruba
- ▶ 2013-2014: Member of the Board of Kiwanis Club of Young Professionals Aruba, Immediate Past President
- ▶ 2012-2013: President Kiwanis Club of Young Professionals

- ▶ 2012: Consumer Conference 2012 presenter; “Good to know lending practices”, Presentation to students Faculty of Finance and Economics of the University of Aruba; “SME Financing”, Business etiquette presentation to Kiwanis Circle K and youth parliament
- ▶ 2011: Effective Communication Workshop presented to the trainees / students of the University of Aruba, Motivational presentation introduction day to the students of the University of Aruba, Presentation to students Faculty of Finance and Economics of the University of Aruba; “SME Financing”
- ▶ 2011-2012: Incoming President Kiwanis of Young Professionals
- ▶ 2011-2012: Chairperson Activities committee AIB BANK N.V.
- ▶ 2008-2009: Secretary of the National Commission of Sustainable Tourism Aruba 2025, National Integration Strategic Plan
- ▶ 2008-2009: Director of Public Relations & Marketing of Kiwanis Circle K of The University of Aruba
- ▶ 2007-2008: Secretary of the Investment Study Club of the University of Aruba
- ▶ 2007-2008: Immediate Past President of the Circle K Club of the University of Aruba (board officer)
- ▶ 2006- 2007: President of Kiwanis Circle K of the University of Aruba
- ▶ 2005- 2006: Vice-president of Kiwanis Circle K of the University of Aruba
- ▶ 2001-2003: Member of the Red Cross Aruba
- ▶ 1999-2009: Member / leader assistant of Scouting organization, St. Franciscus group.

#### Computer (software)Programs:

- ▶ Excel: Proficient
- ▶ SPSS: Proficient
- ▶ Exact: Basic
- ▶ Tableau: Proficient
- ▶ R: Basic
- ▶ Survey Monkey and various other digital survey tools: Proficient

#### Languages:

- ▶ Spanish: Fluent
- ▶ English: Fluent
- ▶ Dutch: Fluent
- ▶ Papiamentu: Fluent
- ▶ French: Elementary

#### Soft Skills:

Management, Strategic insight, Organizational, Facilitation, Coaching, Discipline, Determination, Result- oriented, Creativity

#### Honors:

- ▶ 2020: Cornerstone Economics Global Finalists Entrepreneurship World Cup 2020
- ▶ 2019: Top 5 nomination Best in Business Award 2019 of Guardian Group
- ▶ 2013: Distinguished service award awarded by the Eastern Caribbean & Canada District of Kiwanis International
- ▶ 2011: Kiwanis Young Professional Club Builder
- ▶ 2006: Awarded for outstanding academic achievement by the Valero Energy Corporation with a scholarship of 4 years tuition

#### Interests:

Volunteerism, arts, writing, entrepreneurship, social justice

#### Key in-depth research experience

2021 (ongoing): “Constraints in the national Child Protection System that prevent desired outcomes for the protection of children against sexual abuse”. Prepared for Mi Voz ta Bo Voz Foundation as part of the National Commission for Child Abuse.

2019: “Community analysis, needs assessment for the children of Aruba”. Prepared for Kiwanis Club of Palm Beach.