

Building Communities and Moving Forward

Interview with Carol Martinez¹

Global Community Engagement Manager
Project Management Institute (PMI)
Pennsylvania, USA



Interviewed by Yasmina Khelifi

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Introduction to the interviewee

Carol Martinez is PMI's Manager of Community Engagement who supports the Youth & Social Impact Department. She has been working at PMI for over five years, expanding the synergies of volunteerism in organizational growth.

Her work is focused on supporting the PMI volunteers and members engaged in social impact outreach activities that grow the Impact of PMI chapters and the PM profession on local communities as well as the world. In her current work, Carol manages key global volunteer groups and emerging language-based volunteer groups that amplify PMI's messaging, share knowledge, and grow the impact of the global project management profession as a life skill.

Carol is bilingual in English and Spanish and holds a Master of Science degree in higher education and administration from Drexel University in Philadelphia. She has also

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completed various trainings in the areas of Community Management, Diversity, Equity and Inclusion, Cultural Sensitivity, Management and Volunteer Management.

Carols past work experience includes leading inner city youth programs in New York City, community outreach program leadership in Pennsylvania, and various academic leadership roles in Colleges, Universities, and trade schools.

Interview

Q1: First of all, thank you for accepting an interview request from PMWJ. You have been working at Project Management Institute (PMI) for a few years. What keeps you working at PMI?

Carol Martinez (Martinez): Thank you Yasmina and Project Management World Journal for this opportunity to share with you a bit of myself. Yes, I have been working at Project Management Institute for Five years. I celebrated my fifth-year work anniversary this January. What keeps me working at PMI is the opportunity to be part of a Project Management Community who believe in changing the world through giving back. I have been part of volunteer-based organizations in the past, but there is nothing like PMI, its staff and stakeholders.

When I read the stories and look at the pictures coming from PMI chapters in Europe, Latin America, Africa, Middle East, USA and Asia, I often ask myself how all of these individuals with full-time careers, families and life create the time to give back. An additional reason of what keeps me at PMI is the colleagues I work with daily. We are all from various walks of life and professional backgrounds, but the passion to support the work and keep the PMI brand and community growing keeps us engaged daily.

Q2: What is PMIEF? What are the goals?

Martinez: PMI Educational Foundation (PMIEF) is a 501(c)(3) supporting organization of the Project Management Institute (PMI), the world's leading not-for-profit professional organization for those who consider project, program, or portfolio management as their profession. Founded in 1990, PMIEF cultivates long-term relationships with non-profits across the globe to help them integrate project management into their youth programs and to build their own project management capacity. The Foundation achieves its mission to “enable youth to realize their potential and transform lives through project management” and its vision for “inspiring youth to achieve their goals, making dreams a reality” by investing in high-quality organizations that exemplify a commitment to preparing young people for 21st century success and an appreciation for both the societal application and value of project management.

Visit <https://www.pmi.org/pmi-educational-foundation> for more information.

PMIEF does not have membership or have chapters, nor does it recruit members. It recruits volunteers for specific support roles. PMIEF is led by Ashley Forsyth, PMIEF Executive Director and her team.

The primary goal of PMIEF is to work with young people ages 5–19. The foundation reaches young people by specifically working through youth-serving nonprofit organizations with a global reach and integrates PM skills into the organization's curriculum.

Q3: What are the outcomes of PMIEF?

Martinez: PMIEF helps youth build life-changing skills through project management. They enhance the lives of over 250,000 plus youth a year, helping them attain their leadership potential and use that potential to transform their lives and the lives of others... to create social Impact.

Q4: As a Global Community Engagement Manager what are your duties and responsibilities? What communities are you responsible for?

Martinez: My job function is to support the Youth & Social Impact Department lead by Olivier Lazar, VP of Youth and Social Impact. We integrate ways of including volunteers in the departments strategic work areas, such as Social Impact, DE&I, PMIE, Academic Outreach Sustainability and other focus areas. Our departments integrate volunteer support and collaborating which helps expand the impact of PMI and 10x growth. Partnering with volunteers can move programs and outcomes forward that support the needs of the PMI community.

Q5: What is the strategy for the coming years?

Martinez: The strategy for the Youth & Social Impact Department is to keep moving forward in supporting the strategy set for us in 2023. This includes growth of DE&I, Social Impact, Volunteer Communities, PMIEF and the Impact PMI can on the world. We know that our PMI community has many areas of interest continuously moving and evolving. Through building engaged relationships we will continue to grow the PMI as well as the PM community together.

Q6: Do you have a last message to PMWJ readers, please?

Martinez: To all PMWJ readers, I want to challenge each of them to join the movement of making an impact. What does this mean? It means that each of the members of the PMWJ community has the skills and knowledge to help sustain a

community by giving back and being the influence needed to create a better world. Project managers inherently focus on moving plans forward and that's what is needed to make an impact, people with a passion to create plans, actualize ideas and create impact that changes the world. Let's connect the dots, build communities, in-person as well as virtual, and keep our world moving forward!

About the Interviewer



Yasmina Khelifi

Paris, France



Yasmina Khelifi, PMP, PMI- ACP, PMI-PBA is an experienced project manager in the telecom industry. Along with her 20-year career at [Orange S.A.](#) (the large French multinational telecommunications corporation), she sharpened her global leadership skills, delivering projects with major manufacturers and SIM makers. Yasmina strives for building collaborative bridges between people to make international projects successful. She relies on three pillars: project management skills, the languages she speaks, and a passion for sharing knowledge.

She is a PMP certification holder since 2013, a PMI- ACP and PMI-PBA certification holder since 2020. She is an active volunteer member at PMI France and PMI UAE, and a member of PMI Germany Chapter. French-native, she can speak German, English, Spanish, Italian, Japanese and she is learning Arabic. Yasmina loves sharing her knowledge and experiences at work, in her volunteers' activities at PMI, and in [projectmanagement.com](#) as a regular blogger. She is also the host and co-founder of the podcast [Global Leaders Talk with Yasmina Khelifi](#) to help people in becoming better international leaders.

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