

Creative Announces Promotions for Senior Vice President Pablo Maldonado and Senior Vice President Larry Lai

Washington, D.C. – Creative Associates International, Inc. a leading implementer of programs for the U.S. Agency for International development, has promoted Pablo Maldonado to Senior Vice President of the Office of Programs and Larry Lai to Senior Vice President of Development and Administration, the firm's President and CEO, M. Charito Kruvant, announced Wednesday May 6, 2009.

"These appointments will enhance Creative's ability to carry out its mission and be of service to our clients and those who benefit from our projects," said Mrs. Kruvant, who founded Creative as a minority-women owned and managed firm 32 years ago.

Mr. Maldonado, who joined the firm in 1983, has led the development of Creative's Office of Marketing and Operations and will now oversee the firm's portfolio of programs in 20 countries worldwide that are implemented by the firm's three divisions: the Education, Mobilization and Communication division, the Communities in Transition division, and the Creative Center for Stabilization and Development.

In his new position, Mr. Maldonado will provide guidance and direction for the three directors and vice presidents of the firm's program divisions. In previous roles, he served as Acting Director of the Communities in Transition division and helped position the firm as a leading implementer of programs in conflict-affected environments. Mr. Maldonado has also directed Creative's two Regional Offices, in Nairobi, Kenya and in Guatemala City, Guatemala. He received a bachelor's degree in industrial engineering from the School of Mathematics, Physics and Engineering at Catholic University in Buenos Aires, Argentina, where he was born. He also received a master's degree in marketing from the Kogod School of Business Administration at American University in Washington, D.C.

Mr. Lai has served as Vice President of the Education, Mobilization and Communication division and will now lead the firm's operations under the new name of Development and Administration. He will oversee Business Development, Field Operations, Security and Emergency Preparedness, Strategic Management, Procurement and Logistics, Information Management, Communications and Media Development, Human Resources, and Office Administration.

A six-year veteran of Creative, Mr. Lai has managed highly successful education projects in some of the world's most volatile environments, including Afghanistan, Iraq and Liberia. He has a quarter century of development experience and has held previous positions at the Institute for International Education, and Science Applications International Corp. He is also a member of the board of directors of the Society for International Development. He received a master of science in environmental engineering and a bachelor of science in biology, both from the Illinois Institute of Technology.

In addition to USAID, Creative's clients include the U.S. Department of Defense, the U.S. Department of State and many other international donors including The World Bank and the United Nations Development Programme. A privately-owned non-governmental organization, Creative addresses urgent challenges facing societies today. Whether they are shifts in demographics, the workplace, the classroom, technology, the political arena or the needs of stabilization in post-conflict environments, Creative views change as an opportunity to improve, transform and renew. The firm helps clients turn transitional environments into a positive force toward creating more empowered and effective communities, systems and institutions.

For more information about Creative Associates, contact Caleb McCarry, Director of Communications at CalebM@caii.com.

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Creative's Senior Vice President Pablo Maldonado, right, has been promoted to lead the firm's Office of Programs. Senior Vice President Larry Lai will direct the firm's Office of Development and Administration.