



BUFFALO STATE

The State University of New York



Meet the SBDC Staff

Karina Loera

Business Advisor



Karina Loera was born and raised in Mexico City, she has been residing in Buffalo since 2015. She has more than 10 years of experience in sales and marketing, she worked for the pharmaceutical industry for 8 years and in 2015 she came to Buffalo, to obtain a Masters' degree in Creative Studies at the International Center for Studies in Creativity at Buffalo State College. Before her role as a business advisor, she worked as an Innovation and Creative Thinking instructor, consultant and facilitator. As a business advisor she specializes in start-ups, marketing and innovation. Ms. Loera is the Buffalo State College INCubator program leader and The Journey newsletter coordinator. Ms. Loera is the author of "How does Creative Leadership Pave the Way for Successful Entrepreneurs" contained in Big Questions in Creativity 2016, vol. 4. She also has delivered several workshops and presentations advocating for Entrepreneurship and Creativity. Ms. Loera volunteers as instructor, curriculum designer and mentor for the Creative Education Foundation.

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