

JUAN CARLOS AGUIRRE

Associate
Community Engagement | Market Research | Organizational Strategic Planning

EXPERTISE

Juan Carlos Aguirre brings a human-centered lens to place management, specializing in community engagement, market research, and organizational strategic planning. With more than a decade of experience spanning community-based organizations and applied research, he has direct urban place management practitioner experience working as community relations manager for San Jose Downtown Association.

At P.U.M.A., Juan Carlos supports projects nationwide through stakeholder engagement, research, and facilitation. An applied anthropologist at heart, he is passionate about listening deeply, turning lived experience into insights, and helping shape places where people feel connected and can thrive.

PRACTITIONER EXPERIENCE

Community Relations Manager, San Jose Downtown Association, San Jose, CA, 2022-2024
Managed stakeholder engagement across a downtown district of 2,200+ businesses and property owners, revitalizing neighborhood committees through participatory workshops and research. Built consensus around complex public-realm initiatives through bilingual outreach, surveys, facilitation, and relationship-building.

Research Consultant, California Downtown Association, 2022–2024
Designed and executed a multi-city study examining diversity, equity, and inclusion practices across California's urban place management sector. Analyzed approximately 150 stakeholder responses across eight cities, translating findings into actionable recommendations for downtown organizations and industry leaders statewide.

OTHER EXPERIENCE

Employee Experience Manager, Lucile Packard Foundation for Children's Health, Palo Alto, CA, 2024-2025
Oversaw organizational strategy and employee experience initiatives for a 175-person foundation, partnering with executive leadership to translate organizational priorities into action. Used employee research and insights to shape culture, learning, workforce planning, and organizational development strategies.

Senior Program Director, Youth Community Service, Palo Alto, CA, 2019-2022
Performed full lifecycle IT recruiting, including sourcing, interviewing, and onboarding for technical roles. Transitioned into a communications specialist position, supporting marketing initiatives along with internal and external communications.

EDUCATION

Master of Applied Anthropology, San José State University
Bachelor of Arts in Organizational Development, San José State University

PROGRESSIVE URBAN MANAGEMENT ASSOCIATES
P.U.M.A.