



Marketing and brand development are important aspects for growing a business but sometimes improving the brand and related areas is not about attracting clients; sometimes it is about attracting the best talent to work at the company, and that is where Díaz Fontánez & Associates comes in, explained CEO Ariel Díaz Ríos.

“What the agency does is the employer brand. We work at optimizing the brand for clients so they can attract the talent they need through employer branding and recruitment marketing,” the CEO explained.

Díaz Ríos built this employer branding agency with his wife, Adria Fontánez, after years of working with the Kelly Services employment agency. But his start was actually in another business administration field and, in fact, it was the economic crisis that produced his change from accounting to human resources, and on to his path toward building a company with a presence abroad, including in Colombia and Argentina, where it provides training through its brand, Digitalento, and stateside, where full consulting services are offered.

One of the strategies Díaz Fontánez is implementing for growth is actually a combination that uses the most current platforms to give out free advice. Díaz Ríos creates YouTube videos giving advice to people looking for work and for employers looking to improve their image. That is one of the ways he nurtures some of the practices he loves, which not only include teaching, but also being very involved in his church.

This father of three and one on the way explained that among his accomplishments has been to succeed with his wife in life and in business, and he wants that business to continue to grow. In line with his biggest inspiration, Walt Disney and his legacy, this CEO wants to see his company flourish.

“The vision right now is to do what we are doing in Puerto Rico, but instead of exporting the service, which we are able to capitalize in the market, establishing an agency in several states and replicating the concept of the agency we have. We believe there is a niche, that there isn’t something like this being done, and we want to be able to extrapolate it to different places,” Díaz Ríos said.

Full Name: Ariel Díaz Ríos
Birth Date: Sept. 20, 1985
Place of Birth: Puerto Rico
Education: B.A. degree in Accounting and an M.B.A. degree in Management
Marital Status: Married to Adria Fontánez;
Children: Rebekah, Mateo, Annabelle and one on the way
Favorite Restaurant: Marmalade Restaurant & Wine Bar in Old San Juan
Favorite Beverages: Matcha tea

Favorite Place to Shop: Disney Springs at Walt Disney World Resort
Dream Destination: Shanghai
Car Drives: Toyota Sequoia
Nightstand Reading: Proverbs (I read them through different translations)
Slogan/Motto: “How much more will hasty feet miss the way.” —Proverbs 19:2. He paraphrased this as “haste is the mother of error.”