



PER SCHOLAS

Plinio Ayala

President and CEO

Per Scholas



The Per Scholas staff is led by CEO and President Plinio Ayala. He was born and raised in the South Bronx just as it grew into a national emblem for urban poverty and disinvestment. His experience instilled a lifelong passion for creating economic opportunity, and shortly after graduating from Wesleyan University with a degree in American Studies, he devoted his career to building “win-win” solutions to social and economic problems, first at Jobs for Youth and then at SoBro. In 2003, he became President and CEO of Per Scholas and has been instrumental in all the organization’s achievements since -- from evolving its original mission, which was to bridge the digital divide by refurbishing end-of-life computer equipment, to leading its accelerating national growth. In the process, he has incubated strong

organizational capacities to respond to changing market conditions, pursue entrepreneurial opportunities and embrace rigorous measurements of impact. He often says that he can imagine no greater satisfaction than seeing overlooked people, many of whom have struggled with educational and public systems that seem designed to stymie rather than uplift them, finally channel all their passion and curiosity into life-transforming careers.