



**Pascual J. Reig-Muñoz**  
**Business Advisor and Program Lead**  
**Alaska Small Business Development Center**

Pascual J. Reig-Muñoz is a Business Advisor and Program Lead at the Alaska Small Business Development Center, where he helps Alaskan organizations put AI to work without breaking what already runs.

An industrial engineer with a Master's in Project Management, he pairs hard process discipline with hands-on deployment.

He also runs his own businesses, including a coffee roastery and a consulting company, which is where he stress-tests every tool before it reaches a client. Across 25 years he has advised owners in Alaska, Oklahoma, and Europe and founded several of Alaska's entrepreneurship engines, including Launch:Alaska and Alaska Entrepreneurship Week. Trilingual, Anchorage-based, happiest on a mountain or arguing about AI over fresh-roasted coffee.