

NICE TO MEET YOU!

My name is Leonardo Erazo, an economist with a long career in both the private and public sectors. Passionate about research, data analysis, and analytic writing, as well as communication, marketing, editorial design, infographics, production, and keyboards.

I am currently the Chief Strategist of the Center for the Future of Cities (CFC), a think tank funded by Tecnológico de Monterrey, Mexico's most prestigious private university. CFC works together with local governments, local businessmen, and local social leaderships in order to transform cities and increase life quality through cooperation, research, incorporation of best practices and technology, and governance models. This Center is led by former Secretary of Tourism, Enrique de la Madrid.

Since January 2019 I am also the Head Writer and Researcher of the national television program "Ahora Futuro", hosted by Enrique de la Madrid. A concept of my creation, Ahora Futuro is a 15-minute program showing the advantages of the 4.0 revolution, the challenges the world faces in this new digital era and, the opportunities technology offers to achieve development goals. Ahora Futuro is produced by TV Azteca, Mexico's second-largest television network.

As a public server, my last appointment was a Chief Advisor to the Secretary of Tourism, from 2015 to 2018. During this period Mexico's tourism achieved record levels in all main indicators. Touristic GDP became an economic driver for the country, representing almost 9% of national GDP and growing at a faster pace than the rest of the economy. By 2017 Mexico became the 6th most visited country in the world.

During my post as Chief Advisor, I was in charge of designing, together with the Secretary, Mexico's national tourism policy. This was a great honor and gave me the opportunity to participate in all kinds of activities, ranging from budgetary, regulatory and technical issues, to multinational marketing campaigns for my country working together with important brands such as Formula 1, Cirque du Soleil, NFL, and James Bond.

It was a time of great learning for me, with very diverse challenges: I had to address critical situations such as hurricanes and earthquakes, to prepare the Secretary's depositions before Congress, to produce the Secretary's social media content and manage his digital strategy, to participate in negotiations with the U.S. State Department regarding travel warnings to Mexico and to prepare the transition for the next administration.

I was the Secretary's speechwriter and, the ghostwriter of his weekly column in a national newspaper. I co-wrote and designed together with my team the book "Nuestro Turismo, el Gran Motor de la Economía Nacional" (published by the Secretariat of Tourism).

Prior to the Secretariat of Tourism, I served as Deputy Director of Financial Intermediaries in Bancomext (Mexico's Eximbank), managing the Bank's SME credit portfolio and funding international trade operations. I was also the CEO's advisor, which gave me the chance to ghostwrite, design and edit his book "Mexico en la Generación del Desarrollo" (Debate/Random House).

In the private sector, I was the Public Affairs Manager for HSBC Mexico, where I was in charge of the Bank's relationship with the Mexican Government and regulatory authorities, as well as the financial sector associations. I was designated by Mexico's CEO to produce HSBC Christmas, which consisted of a 15-day light show over HSBC tower, located in front of Ángel de la Independencia, our country's national monument.

My first position in the public sector was as Communications Manager for Financiera Rural, a development bank focused on Mexico's rural sector. I was in charge of press relations, marketing and events. I produced a radio commercial, transmitted during the 2010 World Cup.

I have also worked as a debt securities analyst for the brokerage firm GBM and served as a member of the Congress Relations Committee of Canacintra, Mexico's largest industrial chamber.

I started studying music when I was 6 years old, admitted to the National School of Music. My greatest hobby is spending time in my home studio, playing my keyboards.

I have a Bachelor's degree in Economics, a Master's degree in Project Management and a Finance Specialization diploma.