


LEONARDO ERAZO

ECONOMIST . DESIGNER . WRITER . MUSICIAN

PROFILE

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 Mexico City

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A creatively-driven economist. I have a multidisciplinary trajectory of over two decades, working in development and private banks, the Secretariat of Tourism and the most important private university in Mexico. I have been in charge of business units, managed communications and public affairs areas, designed and implemented national public policy and built a new think tank for solving urban problems.

I am an experienced analytical writer, a self-taught editorial designer, a content producer, and a television program head researcher and writer.

WORK EXPERIENCE

Chief Strategist. Center for the Future of Cities. Tecnológico de Monterrey

Feb 2019 - Present. Mexico City

Center for the Future of Cities (CFC) is a Think Tank sponsored by Tecnológico de Monterrey, Mexico's most important private university. This Center is focused on improving life quality in Mexico's cities, through innovation and creativity in public policy.

I am responsible for the design and implementation of a national awareness campaign about the importance of cities and local policies to increase life quality and opportunities for economic development.

This think tank also provides consulting services, and I am in charge of the relation with authorities, businesses, social organizations, and other education institutions.

Co-Creator and Head Writer. Ahora/Futuro. ADN40 (National television)

May 2019 - Present. Mexico City

Ahora/Futuro is a weekly 15-minute program, hosted by former Secretary of Tourism, Enrique de la Madrid, with interviews and data, showing the world's main trends in technology, how they are changing the way we live and the opportunities they bring.

I am in charge of research, choosing the guests, writing the interviews and writing the final script for voice-over recording and postproduction.

This program is produced by TV Azteca, Mexico's second-largest television network and was awarded Best Production for a Documentary Program by Ventana de Cristal, a Mexican film industry award.

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Chief Advisor to the Secretary. Secretariat of Tourism of Mexico

Sep 2015 - Dec 2018. Mexico City

Responsible for Mexico's tourism policy design, implementation, and monitoring.

Participated in the design and implementation of worldwide marketing campaigns for Mexico, which included the use of important brands such as Formula 1, Cirque du Soleil, NFL and James Bond, and working together with some of the most important agencies in the world.

Planned and executed an international Public Relations campaign, including negotiations with the US State Department regarding travel warnings to Mexico.

Co-writer, editor and designer of the book "2040 Política Turística de Estado, 5 Objetivos de Política Pública". This book served as the government's final remarks and recommendations for the future of tourism public policy.

In charge of the Secretary's speeches, presentations, and ghostwriter of his weekly column on El Universal, one of Mexico's most important newspapers.

Responsible for the Secretary's social media management and content production.

During this period, Mexico became the 6th most visited country in the world and Tourism became a key economic driver for Mexico, with touristic GDP growing at a faster pace than the national economy.

Financial Intermediaries Deputy Director and Advisor to the CEO. Bancomext (Eximbank)

Apr 2013 - Sep 2015. Mexico City

In charge of the Bank's SME credit unit, funding international trade operations through non-banking intermediaries. Credit issuing and beneficiaries grew at record levels, and with minimum non-performing loans.

Responsible for the CEO's speeches, presentations and a weekly column on a major Mexican newspaper.

Writer, editor, and designer of the Bank's 2013 and 2014 annual reports.

Ghostwriter and designer of the CEO's book, "México en la Generación del Desarrollo" (Debate/Random House). Forwarded by the then Minister of Treasury, this book accounts for Mexico's main competitive advantages and states that it has everything to become a developed country within this generation.

Mexican Government Transition Team Member. Agricultural Sector

Aug - Nov 2012. Mexico City

Responsible for drafting the final document delivered to the new government of Mexico (2012-2018), regarding the Agricultural Sector. A full report that included 2 State Secretaries, 2 specialized universities and one development bank, and described the situation of the sector, enlisted public policy recommendations and accounted for relevant issues left by the finishing government.

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Public Affairs Manager. HSBC

Mar 2011 - Apr 2013. Mexico City

Responsible for the bank's relationship with government officials, Congress and financial associations in Mexico.

I was a registered lobbyist on behalf of HSBC before the Mexican Congress.

During this period I was one of HSBC's representatives to the Mexican Banks Associations regarding international regulations such as Dodd-Frank and FATCA.

I was also in charge of producing internal communications documents related to the selling of various business units in Mexico and the rest of LATAM.

Participated in the communications strategy implemented in LATAM during the US Congress hearings regarding money-laundering regulatory observations.

Designated by the CEO to produce of the Bank's Christmas campaign that included a winter village and a light show over HSBC tower, located in front of Ángel de la Independencia, Mexico's most important monument.

Communications Manager. Financiera Rural (development bank)

Jan 2009 - Mar 2011. Mexico City

Financiera Rural was a government development bank that financed rural businesses and organizations.

In charge of press relations, events, and marketing.

Editor, and designer of the Bank's 2009 annual report.

Producer of the Bank's radio campaign during the 2010 World Cup.

Ghostwriter of the CEO's weekly column on a major Mexican newspaper.

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MAIN ACTIVITIES

Plan
Lead
Write
Solve
Design
Manage
Execute
Produce
Research
Recommend

AREAS OF KNOWLEDGE

Economics

Tourism

Urban issues

Finance

Public Policy

Knowledge economy

HOBBIES

Travel
Play keyboards
Repairing a '79 Stage Rhodes

SOFTWARE

Indesign

Illustrator

Motion

Final Cut

Logic Pro X

Keynote

Office

LANGUAGES

English
100%
Spanish
Native

EDUCATION

Data Science and Big Data Analytics: Making Data-Driven Decisions.
MIT XPro.
2020. Online

Executive Program in Public Policy. JFK School of Government, Harvard University.
2015. Boston MA

Masters in Project Management. Universidad Panamericana.
2011. Mexico City

Finance Specialist Diploma. Universidad Panamericana.
2007. Mexico City

Bachelor in Economics. ITAM.
2004. Mexico City