

# JUAN LUIS AGUSTIN JUAREZ GRAJEDA

## PROFILE

Mexican; Married, with four children, two grandchildren; Excellent Health, native Spanish speaker, fluent English and basic French. Computer literate. Solid in domestic and foreign marketing and sales, experience in startups, and forming, leading and motivating interdisciplinary working teams. Versatile, proactive, with demonstrated leadership skills in great pressure situations. Results oriented, solid negotiator, and with successful experiences implementing internal quality and working teams. E-mail: [jjg98@hotmail.com](mailto:jjg98@hotmail.com)

## CAREER HISTORY

**UNIVERSIDAD PANAMERICANA.** Guadalajara, Jalisco Oct 2016 to present  
Pan-American University Guadalajara Campus  
Pan American Institute of Sciences for the Family

### CERTIFICATION PROGRAM IN MARRIAGE AND FAMILY

- Person, Marriage and Family.
- Marriage Relationship.
- The Children.

**WARANTY EUROGROUP, S.A.** Bolivia Apr 2013 to Oct 2013  
Spanish Commercial Company operating in Bolivia

### IRON ORE MARKETING AND LOGISTICS ADVISOR

- Collaborating to establish marketing and sales procedures.
- Successfully implemented the consumer strategy, developing a database of more than 6 potential buyers.
- Implemented a logistic strategy to move the iron ore through the use of barges to the sea port.

**PROYECTOS FAMILIARES.** Guadalajara, Jalisco 2011 to present  
Family Projects

### INTEGRATION OF FAMILIES OF EXTREME POVERTY TO SOCIETY

- Accompaniment to families of Nahuatl origin with problems of extreme poverty and alcoholism to be integrated families with housing and dignified life.
- We open a second-hand store where we sell what we receive from donations to help us to sustain the expenses.
- Training ladies and miscellaneous services in the community of Santa Ana Tepetitlan, Zapopan 2013 to present.

**SECRETARÍA GENERAL DE GOBIERNO DE JALISCO.** Guadalajara, Jalisco 2009  
General Secretariat of the Jalisco Government

### ABC SEMINAR OF SOCIAL LEADERSHIP.

- Introduction to the planning resources to comply with the tasks.
- Learn how to be agents of the common benefit.
- Learn strategies to increase the followers.

**INSTITUTO MIGUEL ANGEL DE OCCIDENTE.** Guadalajara, Jalisco 2005-2006  
Institute Incarnate Word University Center (CIW) Guadalajara Campus

### COURSE "SCHOOL OF TRAINING PARENTS IN LOVE AND SEXUALITY"

- Techniques to learn to know better your wife or husband.
- Strategies to take advantage of our expertise as parents when we teach our children.
- Learn all the facts to teach our children regarding sexuality.

**CAREINTRA.** Guadalajara, Jalisco  
Regional Chamber of the Transformation Industry of the State of Jalisco

Jun 2003 to Jan 2011

CHAMBER FORMER BOARD MEMBER AND FORMER PRESIDENT OF ONE OF ITS SECTIONS.

- Implemented a client research strategy to get to know our regional market.
- Collaborated to increase the member's sales and how to take advantage of the government aids.
- Implemented a strategy to increase the chamber members.

**UNIVERSIDAD AUTONOMA DE GUADALAJARA.** Guadalajara, Jalisco  
Autonomous University of Guadalajara

2002 to 2003

CERTIFICATION PROGRAM IN FAMILY EDUCATION

- Marriage Relationship.
- Reproduction.
- The Children.
- Education.
- Family.

**CAPACITACION DE FAMILIAS MEXICANAS, A.C. "MFC".** Guadalajara

Sept 2001 to present

Ongoing Training of Mexican Families, Civil Association "Christian Family Movement"

"Promoting that the organizations and their members live their human and Christian vocations and bear witness to the essential values of the family, based upon the faith as announced by the Gospel and proposed by the teachings of the Catholic Church"

MEMBER OF THE DIOCESAN TEAM

- Presently, 2016-2019 my wife and I coordinate the Tlajomulco Sector 30 matrimonies doing our best to improve the happiness of our members and increase the membership.
- During three years 2013-2016 my wife and I were in charge of the Area 1 of the entire Bishopric that is in charge of the conversion of the families leading 3200 matrimonies.
- Promoting the effective experience of the basic cycle of training at the diocesan level and to ensure the good performance of the Area 1 Officers. The conversion of the families is the reason for the being of Area 1.
- Coordinators of the La Santa Cruz deanery 45 matrimonies 2010-2013
- Basic team promoters 5-6 matrimonies 2004-2010

**FERROMEX, S. A. DE C. V.** Mexico City

Jan 1999 to Jul 2000

Railroad Company. Representing Gpo. Mexico and United Pacific Railroad investment.

METALS, MINERALS AND CEMENT MARKETING MANAGER.

- Collaborating to establish marketing and sales procedures.
- Implementing a client research strategy to get to know our national market.
- Helped to increase sales forecast from \$ 60,000,000 USD to \$ 100,000,000 USD.

**JAC MEX TRADE & REPRESENTATION, S. A. DE C. V.** Mexico City

Jul 1998 to present

Trade, Marketing and Representation Company.

PRESIDENT AND CO-FOUNDER

- Collaborating to establish the operating procedures of the company.
- Developed marketing strategies to expand with in Mexico and Worldwide
- At the present the company is developing the representation business unit.

**TFM, S. A. DE C. V.** Mexico City

May 1997 to Feb 1998

Railroad Company. Representing TMM and Kansas City Southern investment.

METALS, MINERALS AND CEMENT COMMERCIAL ASSISTANT DIRECTOR.

- Collaborated during the takeover of the northeast railroad line from the government
- Implemented a client research strategy to get to know our national market.
- Helped developing a collect procedure with the finance and systems areas.
- Implemented a logistic strategy to increase freight volume, reduce transit times and freight costs. Increased sales forecast from \$ 102,360,000 USD to \$ 130,000,000 USD.

**ALCOMEX, S. A. DE C. V.** Mexico City  
Metal products industry. Representing ALCOA Davenport Distribution Products.

Apr 1996 to Jan 1997

**FLAT ROLLED PRODUCTS SALES AND MARKETING MANGER.**

- Successfully implemented the consumer research strategy to get to know our national developing a database of more than 200 potential customers.
- Implemented a logistic strategy to reduce transit times and freight costs working with the Tex Mex, Southern Pacific and Trailer Freight Companies.
- Increased sales from \$ 120,000 USD to \$ 1,000,000 USD.

**ALCOMEX, S. A. DE C. V.** Mexico City  
Metal products industry. Representing ALCOA Tennessee Rigid Packaging Division.

Sept 1987 to Mar 1996

**RIGID CONTAINER SHEET SALES AND MARKETING MANAGER.**

- Successfully planned and implemented the marketing strategy to introduce to national market aluminum sheet for beverages containers at a competitive cost vs. the glass bottles.
- Introduced the manufacturing planning recourses to comply with the just in time deliveries.
- Implemented a logistic strategy to reduce transit times and freight costs working with the Tex Mex, Southern Pacific and Norfolk & Southern and also with several Trailer Freight Companies.
- Developed unexisting previously technical assistance and customer satisfaction with all our clients.
- Increased sales from \$ 150,000 USD to \$ 32,000,000 USD.

**FOSECO, S. A. DE C. V.** Mexico City  
Foundry Services Company. Representing FOSECO Ltd. England.

Nov 1985 to Aug 1987

**PROCESS CONTROL AND PRODUCT MANAGER.**

- Successfully implemented manufacturing planning in order to comply with the production demand with the existing capacity.
- Reduced down times and reprocess by 15% introducing the concept of teamwork.
- Share experiences in Borken, Germany and Donchey, France plants with regard to improvements in production in steel products.
- Responsible of the production and marketing strategy of insulator and filtration products.
- Increased sales from \$ 20,000 USD to \$ 420,000 USD.

**FOSECO, S. A. DE C. V.** Mexico City  
Foundry Services Company. Representing FOSECO Ltd. England.

Aug 1984 to Nov 1985

**RESEARCH AND DEVELOPMENT MANAGER.**

- Responsible of the marketing technical support to the product managers.
- Saved substantial sums by introducing process control systems.
- Developed a faster process to produce insulator Garnex boards.

**KELLOGG DE MEXICO, S.A. DE C.V.** Queretaro, Qro.  
Cereal Food Industry.

Jul 1983 to Aug 1984

**RESEARCH AND DEVELOPMENT DEPARTMENT HEAD.**

- Responsible of the marketing technical support to the product managers.
- Saved substantial sums by packing and logistics development.
- Reduced rejections and reprocess time in over 30% by upgrading the quality of work through an effective and efficient rating system.
- Developed the project for " Donitas ".

**LABORATORIO INTERGRAL DE ALIMENTOS, S.C.** Mexico City  
Central laboratory for quality control servicing CONASUPO and other important companies.

Oct 1980 to Jun 1983

**CEREAL TECHNOLOGY DEPARTMENT HEAD.**

- Conducted operational and quality auditories to foreign industrial plants that supplied finished goods to CONASUPO located in United States, India, Thailand and Japan.

- Coordinated the logistics of the incoming imports of maize, sorghum, eggs, lard and cooking oil from United States.
- Saved substantial sums by introducing quality control purchasing systems to the CONASUPO companies.
- Conducted with success a special program of optimization and innovation of the process in the Miconsa maize flourmills, including new products developments.

**INFOTEC, INFORMACION TECNOLOGICA.** Mexico City Jun 1980 to Jan 1981 (Evening Job)  
Technological, innovation and information advisory government agency.

TECHNICAL ADVISOR AT THE INDUSTRIAL PROGRAM.

- Worked together with the Industrial Consultation Program, advising the affiliated companies of the Food Industry and Pharmaceutical Programs.

**CIMMIT. INTERNATIONAL MAIZE AND WHEAT IMPROVEMENT CENTER.** Texcoco, Edo. Mex.  
Research center sponsored by the Ford and Rockefeller Foundations. Aug 1975 to Feb 1980

SENIOR RESEARCH ASSISTANT.

- Conducted special technical training programs for internal personnel and foreign trainees.
- Worked in the Dr. Norman Bourlag (Noble Prize) team developing the opaque 2 maize.
- Developed and improved new methods of analysis such as:
  - >Amino acid quantification programs for the supergrator 3 computer.
  - >Basic amino acid hydrolysis, using paratoluen sulfonic acid.

## EDUCATION

BS. Degree Major: Chemistry Minor: Marketing. ENCB, Mexico. 1974