



Cristina Hernandez is an Import/ Export International Sales Director, specialized in helping foreign companies do business in Mexico, and also assisting Mexican companies to export their products to new markets. In addition she is a part-time Professor at *Tecnologico de Monterrey, Guadalajara Campus* for the International Entrepreneurship Certificate. She previously worked as a trade and investment officer for the British Embassy in the UK trade and Investment (UKTI) office based in Guadalajara, Mexico concentrating on 3 segments: Consumer Goods, Food and Beverage and Agriculture. She holds a Global-Masters in Business Administration in International Management from the Thunderbird School of Global Management, AZ, USA and Tecnologico de Monterrey, N.L. Mexico. She received her undergraduate degree from the University of California at Santa Barbara and grew up in Southern California, USA.

In her current position Ms. Hernandez is a founding partner at *Managed Strategies*. In her position she advises USA, UK, and Mexican companies on how to strategically enter and expand sales in Mexico and the USA. Specifically, she identifies distributors and commercial partners and links suppliers or buyers with importers, or distributors. She manages relationships with channel partners, helping clients with pricing and margin analyses and manages the sales cycle for clients throughout the country.

Ms. Hernández brings over 8 years of professional experience in investment management, startup ventures and international business between the USA, UK and Mexico. In her free time Ms. Hernandez has been a facilitator for the Thunderbird School of Global Management where she taught a course titled: "Cross Cultural Communication for Business Executives" Ms. Hernandez is currently teaching international incubation courses at Tecnologico de Monterrey, Guadalajara Campus where she leads student-run projects focused on helping Mexican companies export and sell into new markets. In addition, she is also leading an import market research project with the students to assist a U.S. technology company to understand the Mexican market and identify possible sales opportunities there.

Cristina Hernández
International Sales Director
Guadalajara, Jalisco Mexico
Cell:+52 (1) (331) 607-0413
Santa Ana, California. USA
USA Cell: (714) 504-8898

Skype: Cristinah98
cristina@managedstrategies.com
www.managedstrategies.com



Ana Cecilia Partida is a faculty member of the Department of Business and Humanities at the Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Guadalajara. Professor Partida Has a Master of Science in Administration from Central Michigan University with a focus on International Business. In her current position Professor Partida is the coordinator of the International Entrepreneurship Certificate (CMT) open to all campus students. Professor Partida was the leader of 5 international trade missions in 1998, 2005, 2006, 2010 and 2011 to South America, China, France and Germany. She has been an international business consultant to over 100 Mexican and US companies working with more than 180 students. Professor Partida has worked with the business incubator at Campus Guadalajara, along with Incubator at Northern Arizona University and Incubator at Asheville Buncombe Technical Community College. In addition, she has done market research for the Chateau Fonchereau, a Mexican vineyard located in Bordeaux, France.

Professor Partida's strength is in preparing feasibility studies of export or import projects with a focus on and the requirements needed to enter the Mexican market

Professor Partida is a founding partner at *TCG Consulting Group*. In this position she advises USA and Mexican Companies on how to import or export into the Mexican market specifically to find commercial partners to expand their sales. Also she has a strategic alliance with a Chinese company established in Hong Kong to offer Mexican companies the opportunity to find suppliers or possible customers for the Mexican and Chinese markets. Her experience here is more in consumer products, specifically in the food and beverage industry.

Ana Cecilia Partida F. MSA
Commercial Advisor
Mobile: +52 1 (33) 372 72 575
ana.partida@tcgroup.com.mx
Skype: Ana Cecilia Partida Fonseca