

### **Biosketch of Jerry Pacheco**

Jerry Pacheco is the Executive Director of the International Business Accelerator, the only state-wide international trade counseling program, based in Santa Teresa, NM. He also is an industrial business recruiter based in Santa Teresa, New Mexico, who is responsible for the recruitment and attraction of approximately \$1 billion of investment, and the creation of more than 4,000 jobs to New Mexico's border region.

He is the founder and President of the Border Industrial Association (120 industrial members), former Board Director of the Dallas Federal Reserve Bank-El Paso Branch, Board member of the Naat'áanii (Navajo Nation) Development Corporation, U.S. Global Leadership Coalition New Mexico Advisory Committee Member, and a syndicated columnist (*Business Across Borders*) on international affairs, whose column regularly appears in the *Albuquerque Journal*, *El Paso, Inc.*, *Camino Real Media* (in Spanish), and KRWG Media. As an expert on global trade and the North American Free Trade Agreement (NAFTA), Pacheco has testified as an expert witness on NAFTA before the U.S. Senate Finance Committee in Washington, D.C., the German Parliament (Bundestag), and had personal discussions on cross-border trade with four Mexican presidents (Carlos Salinas, Ernesto Zedillo, Vicente Fox, and Mexican President-elect Andres Manuel Lopez Obrador).

In 2013, he was named by Hispanic Business Magazine as one of the "Top 50 Influential Hispanics in the U.S."

In 2019, he was inducted into the Anderson Schools of Management Hall of Fame at the University of New Mexico.

### **Experience:**

- President of Global Perspectives Integrated, a New Mexico-based international trade and project management firm (1996 to the present). A selection of Global Perspectives' clients includes Cementos de Chihuahua, the Public Service Company of New Mexico, SABRAE (the Brazilian Furniture Association), the U.S. Department of Commerce, World Photo Press, along with a host of smaller companies.
  - Director of Marketing, Santa Teresa Real Estate Development Corporation (1999 to 2004)
  - VP of Business Banking (commercial and international banking) of Norwest Bank (1994 to 1996)
  - Director of the State of New Mexico's Trade and Tourism Office in Mexico City (1991 to 1994)
  - North American Trade Specialist, State of New Mexico (1990 to 1991)
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- Syndicated Columnist: For the past 25 years, Mr. Pacheco has published his "Business Across Borders" column, which appears in the *Albuquerque Journal*, *El Paso Inc.*, *Camino Real Magazine*, and *Ser Empresario Magazine*. The column focuses on international trade, economics and cultural issues.
  - Has testified as an expert witness on the North American Free Trade Agreement and U.S.-Mexico trade before the U.S. Senate Finance Committee in Washington, D.C.
  - Has taught international management, economics, marketing and public relations classes at the University of New Mexico, the College of Santa Fe, and Highlands University.

- Past board member and Treasurer of the U.S.-Mexico Border District Export Council. Pacheco was the Treasurer for this group, whose members are appointed by the Secretary of the U.S. Department of Commerce.
- Past member of the Advisory Board of the Inter-American Foundation
- Past board member of the El Paso Foreign Trade Association, the North American Institute and Loretto Academy
- Bachelor's of Business Administration in Marketing, an M.B.A. in International Management and a Masters in Latin American studies – all from the University of New Mexico.
- Mr. Pacheco is married to Loretta Pacheco and they have a 24-year old son.