



**Richard Villasana**  
The Mexico Guru

Richard Villasana has appeared on **ABC** and been interviewed by **NBC**, **BusinessWeek**, and **EFE**, the world's largest Spanish news agency due to his expertise on business practices in Latin America. He has been profiled in the **San Diego Business Journal** and featured in magazines such as **Customer Relationship Management**. He is the top selling author of **Insider Secrets for Doing Business in Mexico**.

**"Richard is the number one leading authority on doing business in Mexico. When my company expands and goes to Mexico he will be the first and only consultant that I hire to teach my folks how to properly do business in Mexico so that we ensure our success and you should do the same. It will save a tremendous amount of time, effort, and money for you by working with Richard. Hire him today."**

James Malinchak  
Co-Author "Chicken Soul for the Athlete's Soul", multi-millionaire  
2008-2009 GKIC Marketer of the Year

**Book Richard today**

**RichVilla@TheMexicoGuru.com**

**www.TheMexicoGuru.com**

**(619) 632-5443 tel**

**(866) 460-1102 tel**

**(617) 608-2381 fax**

# **Richard Villasana**

## **The Mexico Guru**



**Expert on Mexico Business Practices,  
Communication and Culture**

## **Bio for Richard Villasana**

**Richard Villasana**, known as **The Mexico Guru**, is a leading U.S. authority on Mexico business practices, communication and culture. For fifteen years, Richard Villasana has helped U.S. companies and businesses around the world accelerate their entry into Mexico's trillion dollar economy, expand their market and dramatically increase profits. **Fortune 100 companies** such as **Cisco Systems** and **AT&T** value Richard's expertise.

Richard has always had a love of cultural diversity and business. "Nothing is more exciting or powerful than communicating with someone from another country and culture. Doors open and opportunities abound when you show someone you respect who they are. This power is even more evident when focused on business endeavors."

He worked with Mexican government agencies and procured the largest order ever received in 75 years of business by Shielding, Inc., a U.S. manufacturer of radiology products. "I was too successful. The company told me not to bring in another order that large for the next few months."

He became one of the leading U.S. experts on Mexico's medical market and its regulatory certification required on electrical and electronic products. His vast experience in international business and marketing has grown from working with companies in over thirty countries as well as developing sales in other countries.

Richard is a sought-after international speaker by universities and businesses in the U.S. (University of Houston in Texas and National City University in California) as well as abroad (China, France, Mexico, Spain, Belgium, Italy, and the United Kingdom). He has also been a translator for the United Nations.

He is constantly working with businesses wanting to increase their sales and profits in the U.S. and Mexico. The Tijuana Maquiladora Association recently sponsored his workshop on communication. The workshop was attended by executives from several leading maquiladoras including Plantronics.

Richard believes in "better business and greater profits through better international relations". Through his passionate and energetic presentations he captivates his audience with his expertise of foreign cultures. Call to book Richard for your next keynote or workshop so your company can dramatically increase profits whether in Mexico or other countries.



**Richard Villasana**  
**The Mexico Guru**

Whether the audience is in Mexico, the U.S. or abroad, Richard can customize his talks to incorporate themes and messages important to the client.

Always entertaining and engaging, he will have your audience asking for more in both English and Spanish.

**“Richard Villasana is a very good speaker. He knows what he is talking about and makes it interesting by including real stories. He is very easy to work with.”**

Leslie Simmons, Event Coordinator  
The City of San Diego

**Book Richard today**

**RichVilla@TheMexicoGuru.com**

**www.TheMexicoGuru.com**

**(619) 632-5443 tel**

**(866) 460-1102 tel**

**(617) 608-2381 fax**

# **Richard Villasana**

## **The Mexico Guru**



**Expert on Mexico Business Practices,  
Communication and Culture**

## **Keynotes & Presentations**

Engage Richard to speak at your next keynote, seminar or workshop so your company can better understand your Mexican customers and dramatically increase profits.

### **Going International: Now what do we do?**

Are you ready to catch up with the rest of the world? Richard offers an enlightening talk on how companies can position themselves to take advantage of globalization while highlighting pitfalls so your company can move ahead to faster profits without the high and deadly cost of trial and error.

### **Maximize Your Profits by Mastering Mexico's Business Culture**

What's stopping companies from doubling or tripling their profits in Mexico? The Director of the southern California U.S. Export Assistance Center states the majority of U.S. companies have little or no understanding of Mexico business protocol. Richard guides audiences through key business situations and offers practical strategies companies can use immediately to dramatically improve business in Mexico.

### **Diversity or Die, How to Avoid Losing in the Global Market Place**

What do Fortune 100 companies such as AT&T, Microsoft and Wal-Mart have in common? They all have programs to develop a more diverse work force to meet the needs and demands of their multi-cultural customer base. They realize that to win over customers, they must have staff that can relate to these customers. Richard brings fifteen years of international experience to energize your diversity program. Whether your company is doing business domestically or abroad, diversity training is a must for future success.

### **My Name Isn't Pancho (and I don't have a burro)**

A fun and lively speech covering many stereotypes about culture and doing business internationally. In a "tell it like it is" style, Richard covers stereotype mentality that often suffocates a company's efforts to deal successfully with professionals in other countries. He highlights destructive strategies that can sabotage a company's relationship with their customers and distributors.

### **7 Ways To Screw Up Your Business In Mexico**

An irreverent presentation on how companies around the world destroy almost any chance to do business in Mexico. Companies are wasting thousands of dollars trying to enter the Mexican market and sabotaging their efforts at the same time. Richard exposes some of the worse practices companies commit. You'll laugh and leave with solid tips on how you can succeed in doing business in Mexico and double or triple your return on investment.



**Richard Villasana**  
The Mexico Guru

**"Thank you for your expert information about Mexican business"**

Muhammad Zaker  
Shahab Surgical Industries

**"Totally blown away by seeing Richard at his finest. Brings vitality and motivation."**

Audrey Hagen  
President, Platinum Events  
Event Coordinator

**"Great presentation. Lots of useful, practical information."**

Russia Madden, MBA,  
San Diego, CA

**Book Richard today**

[RichVilla@TheMexicoGuru.com](mailto:RichVilla@TheMexicoGuru.com)

[www.TheMexicoGuru.com](http://www.TheMexicoGuru.com)

(619) 632-5443 tel

(866) 460-1102 tel

(617) 608-2381 fax

# Richard Villasana

## The Mexico Guru



**Expert on Mexico Business Practices,  
Communication and Culture**

## Testimonials

Read what Corporate Event Planners and Professionals Are Saying About Richard Villasana, The Mexico Guru.

**"Richard is the real deal! By using one of his strategies, we improved the profitability of one of our Latin American deals by 30%! If you're serious about improving your profits in Latin America, especially in Mexico - you have to implement his strategies and techniques."**

Davy J. Tyburski  
President and CEO  
Profit InnerCircle

**"Thank you for a terrific three-part series on 'Why Your Business Needs to go International'. Each session offered excellent information. Our attendees received succinct and useful information that will not only help them in doing business in Mexico, it will help them in doing business no matter where they are."**

Leslie Simmons, Event Coordinator  
The City of San Diego

**"Great education. After just one hour I now know why I have been getting the results I have from Mexico."**

Abdul Malik  
Founder, California Trading International  
San Diego, California

**"Any business, government official or visitor to Mexico would benefit from Lic. Villasana's specific advice."**

Barbara I. Pardue  
Former Senior Cabinet Officer and Director of  
the Arkansas Department of Economic Development

**"Richard Villasana, The Mexico Guru, is a leading educator on U.S.-Mexico cross-cultural sensitivity. You can't pay enough for his advice. Put his expert knowledge to use to accelerate your Mexican business success."**

Pamela Armstrong, MPH, MBA  
Award winning author of *Surviving Healthcare*

**"Lic. Villasana's insights into Mexican culture and business will be a great asset to anyone venturing into the Mexican marketplace."**

Lic. Cesar Gutierrez Ubach  
CONALEP  
Tijuana, Baja California, México



**Richard Villasana**  
The Mexico Guru

**“Great especially the part about using humor”**  
Nancy DeForest  
San Diego Men’s Center

**“Lots of useful, practical information. Interesting. Great presentation.”**  
Russia Madden, MBA  
The REMI Company

**“Great presentation. Lots of useful, practical information.”**  
Christian Bertachini  
International Business Consultant

**Book Richard today**

**RichVilla@TheMexicoGuru.com**  
**www.TheMexicoGuru.com**  
**(619) 632-5443 tel**  
**(866) 460-1102 tel**  
**(617) 608-2381 fax**

# **Richard Villasana**

## **The Mexico Guru**



## **Partial List of Clients**

These are just a few of the companies and universities that have benefited from Richard's expertise.

- Cisco Systems, USA
- AT&T, USA
- National Draeger, Inc., USA
- Micron Technologies, USA
- Comet AG, Switzerland
- Mallinckrodt, USA
- Shahab Surgical Instruments, Pakistan
- Mexican-American Studies, University of Houston, Houston, TX
- Universidad Univer, B.C., México
- College of Business, Lamar University, Beaumont, TX

and more from Asia, Europe and Australia.

These are just a few of the corporations and government agencies that have invited Richard to speak.

- Instituto Mexicano de Seguro Social, México City, Mexico
- Tijuana Maquiladora Association, Tijuana, B.C., Mexico
- City of San Diego, San Diego, California
- Johnson Enterprises, Houston, Texas
- Taylor & Associates, Norfolk Virginia
- ISSSTE, Mexico City, Mexico
- SSA, Secretaría de Salubridad, Mexico City, Mexico

not to mention numerous sales events. Presentations have been in both Spanish and English.

Richard can customize a keynote or presentation meet the specific needs of your company.



**Richard Villasana**  
The Mexico Guru

"Richard has gone above and beyond the limits of normal help. Every time I have asked him a question, his advice has been right on. He knows business and marketing and what it takes to increase our profits.

Mike Davis  
Sales Manager  
HydraulCircuit Technology, Inc.  
Stockbridge, GA

"Having worked in Mexico, I insist on the importance of having the advice of someone who has the cultural awareness and intelligence that is determinant to successful business negotiations. Lic. Villasana offers this valuable insight and expertise on Mexican business practices."  
Lic. Georgina Robledo  
International Business Advisor  
San Diego, CA

**Book Richard today**

**RichVilla@TheMexicoGuru.com**  
**www.TheMexicoGuru.com**  
(619) 632-5443 tel  
(866) 460-1102 tel  
(617) 608-2381 fax

# Richard Villasana

## The Mexico Guru



## Curriculum Vitae

### LANGUAGES

- Spanish (fluent)
- French (fluent)
- English (native language)

### EDUCATION

Graduate, San Diego State University, 2004  
B.A. in Liberal Arts in French, specialty work Spanish  
CCIP, Paris Chamber of Commerce Certificate, 2004  
U.N.A.M. Universidad Autónoma de México, Mexico City, 1993  
La Sorbonne, Paris, France, Diploma, 1985

### MILITARY

1988 - 1992 U.S. Navy, Honorable Discharge

### AWARDS/COMMENDATIONS

1990 U.S. Navy, Naval Station, Norfolk, Virginia, Letter of Appreciation  
1991 U.S. Navy, Commander Sixth Fleet, Letter of Commendation

### LECTURES & KEYNOTE PRESENTATIONS (PARTIAL LIST)

#### U.S. GOVERNMENT ORGANIZATIONS

City of San Diego, San Diego, California

#### U.S. COLLEGES & UNIVERSITIES

National University, Chula Vista, California  
Lamar University, Beaumont, Texas  
University of Houston, Houston, Texas

#### U.S. CORPORATIONS & EVENTS

Johnson Enterprises, Houston, Texas  
Taylor & Associates, Norfolk, Virginia  
Latino Film Festival, San Diego, California

### INTERNATIONAL PRESENTATIONS

IMSS, Instituto Mexicano de Seguro Social, Mexico City, Mexico  
ISSSTE, Mexico City, Mexico  
SSA, Secretaría de Salubridad, Mexico City, Mexico  
IMSS, Instituto Mexicano de Seguro Social, Mexicali, Baja California, Mexico  
UABC, Universidad Autónoma de Baja California, Mexico  
Universidad Univer, Baja California, Mexico

### BOOKS

Author of The Mexico Guru Speaks: Insider Secrets for Doing Business in Mexico, 3rd edition



**Richard Villasana**  
**The Mexico Guru**

Every company is looking for an edge especially in a down market. Diversity can give your company that edge to better attract and meet the demands of the fast growing minorities in the U.S.

**“Diversity is a part of our value system, part of our strategy and part of our corporate culture. It provides us with a real competitive edge. “**

Angiolina Wiskocil, AT&T Senior Vice-President, Consumer Informational Technology

Companies, such as AT&T, search out employees who can help shape strategies to target specific buyers such as Hispanic consumers. Don't miss out on the profits your company can enjoy. With the right information, your company can move forward, have greater profits and stay competitive.

**Book Richard today**

**RichVilla@TheMexicoGuru.com**

**www.TheMexicoGuru.com**

**(619) 632-5443 tel**

**(866) 460-1102 tel**

**(617) 608-2381 fax**

# **Richard Villasana**

## **The Mexico Guru**



**Expert on Mexico Business Practices,  
Communication and Culture**

### **ARTICLES**

Mexico Mail: It's Not For Everybody

Lo Conseguimos. Customer Relationship Management (CRM)

### **INTERNATIONAL AFFILIATIONS**

Pi Delta Phi, Société D'Honneur Française

### **TEACHING EXPERIENCE**

2001 UABC – Universidad Autónoma de Baja California, México

**Professor** – Language Department

Taught English and U.S. Studies. Course work involved discussions on bi-national politics and business practices in both the U.S. and Mexico.

### **PROFESSIONAL EXPERIENCE**

2006 - 2009 Marketing To Mexico, Chula Vista, CA

**President/Owner**

Provides consulting to U.S. and foreign companies wanting to enter the Mexico market or expand their market. International speaker, published author.

2001 UABC – Universidad Autónoma de Baja California, México

**Professor** – Language Department

Taught U.S. Studies and English. Course work involved discussions on bi-national politics and business practices in both the U.S. and Mexico.

1998 - 2006 Consultant

**Research and Marketing**

Provided consulting and marketing expertise to U.S. companies on a wide range of topics from safety certification for the electronic and telecommunication industry as well as consulting on exports, shipping, sales and marketing. Worked with Fortune 100 companies such as AT&T and Cisco Systems.

1993 - 1998 VSI Radiology, San Diego, CA

**Research and Marketing**

Provided systems for staff development on researching foreign markets to establish distributor networks. Developed networks in over twenty countries. Expert on Mexico's federal purchasing system, product safety certification and the telecommunication homologación" (extended testing).

1992 United Nations – International Conference on Population Aging

**Translator**

Translator and cultural aid to Mexico's U.N. representative at conference.

1988 - 1992 Served in the U.S. Navy

Received commendation during Desert Shield  
Honorable Discharge