



**Richard Villasana**  
*The Mexico Guru*

Richard Villasana is a leading authority on Mexican business practices, culture and communication. He's the author of *Insiders Guide to Doing Business in Mexico* along with several articles on marketing and business practices in Mexico.

**"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

His presentations include university conferences for National University and Universidad Univer, the prestigious private Mexican university,

He has lived in four countries and is conversant in French and Spanish.

Richard's expertise and services have been sought after by companies such as Cisco Systems, Drager and AT&T as well as foreign companies such as truck manufacturer, Foton of China and Comet, AG.

### Contact Richard

[rvillasana@TheMexicoGuru.com](mailto:rvillasana@TheMexicoGuru.com)  
[www.TheMexicoGuru.com](http://www.TheMexicoGuru.com)  
(619) 379-7862 tel  
(443) 705-0542 fax

# RICHARD VILLASANA



## Bio for Richard Villasana

Richard Villasana is a leading authority on Mexican business practices, culture and communication. For nearly 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.

Richard started working at age 14 in the family Mexican restaurant in Houston, Texas. He spent several years studying abroad in France, Mexico and Spain. He lived in Mexico for almost ten years.

He has always had a love of languages, culture and business. "Nothing is more exciting than communicating with someone from another country and culture. Doors open and opportunities abound when you show someone you respect who they are."

Richard recognized the powerful influence that language and cultural understanding have with people abroad. This power is even more evident when focused on business endeavors. Richard was welcomed by some of the most influential business and government executives in Mexico.

Since that time, he became one of the leading U.S. experts on Mexico's medical market and was the first U.S. business person ever invited to attend national conferences held by Salubridad (SSA), one of the major federal health care institutions in Mexico. From these relations, he won government contracts for several U.S. companies.

He 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."

His services have been sought after by companies such as Cisco Systems, Drager and AT&T. Richard has immersed himself into the Mexican business world and culture. He is an authority on:

- Mexico's safety certification, the NOM
- Mexico's telecommunication certification, the Homologación
- Federal bids and tenders

Richard has spoken at numerous events in both the U.S. and Mexico including university conferences as well as seminars for clients such as the City of San Diego. He was recently recognized for his conference on International Business given at one of the prestigious private universities in Mexico, Universidad Univer.

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. Have him share his knowledge at your next keynote so your company can dramatically increase profits in Mexico.