



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 diversity and business. He has been profiled in the **San Diego Business Journal** and featured in trade magazines such as *Customer Relationship Management*. He is the top selling author of **Insider Secrets for Doing Business in Mexico**.

"If you want your students to learn how to properly do business internationally, then look no further than my friend, Richard. You must bring him to your campus. He is **THE Mexico Guru**, the number one speaker who will teach your students how to do business internationally, do it right, not mess up and have tremendous success. Do yourself a favor and book Richard right now."

James Malinchak
Two time College Speaker of the Year,
Co-Author "Chicken Soul for the College Soul"

Book Richard today

RichVilla@TheMexicoGuru.com
www.TheMexicoGuru.com

(619) 632-5443 tel
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(617) 608-2381 fax

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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 is a sought-after international speaker by universities (University of Houston in Texas, National University in California) and by businesses in the U.S. and other countries (China, France, Mexico, Spain, Belgium, Italy, and the United Kingdom).

He has also been a translator for the **United Nations**.

He 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."

One of your concerns as a college event coordinator may be ensuring that the speakers you bring in are staying current with their material. Richard is constantly working outside the U.S. He is presently researching the maquiladora industry in Mexico. His workshop on leadership and communication was sponsored by the Tijuana Maquiladora Association with attendees from global companies such as Plantronics.

Bring his expertise to your university, college or chapter so your students can benefit from his vast, practical knowledge. One professor explained that he wanted Richard to speak at his leadership retreat so that the student would hear about real-life experiences and discover how their culture is an asset to their future success.

Deans want a top speaker such as Richard who will help their program become more recognized and the preferred choice in their region. Other organizations such as fraternities and sororities want an expert educator who stresses the importance of cultural diversity for students during their time at college and after graduation.

Book Richard for your next student event. Do it now as he has a limited number of dates available for the remainder of 2009. It's not too early to book Richard for 2010 so call or email us today.



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"Your talk was excellent. You were very interactive and got the audience involved. Your lectures should be taught at every college."

Dr. Enrique Venta, Ph.D.
Dean, College of Business
Lamar University, Beaumont, TX

"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

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

Keynotes & Presentations

Book Richard to speak at your next student event whether the topic is diversity, entrepreneurship, business or international business and relations. Here are a few of his topics.

Leadership in the Global Marketplace

This presentation introduces students to the realities of the market place — they are not only competing for jobs with each other but also with a world-wide work force. This presentation will better prepare your students for working in diverse business environments, be they U.S. companies with an international staff or foreign-owned companies.

Diversity Awareness Success for College Students

Students discover the importance of cultural sensitivity in international business relations. They examine cultural differences ranging from initial greetings to stereotypes that can limit their ability to excel in the increasingly multi-cultural work place and diverse customer base.

International Social Networking for College Students

Students learn how to maximize their college experience and develop relationships with their classmates from other countries. They will be introduced to ideas on how to strategically leverage these foundational relationships for future business success.

How to Thrive in the Global Work Place

This presentation explores what employers seek in new hires who are aligned with the company's long-range plans. Students will learn powerful business secrets, from how to make a good first impression to making certain they perform effectively on the job.

Leadership for Hispanic College Students

Hispanic students can be challenged to succeed both in college and in the work place due to their culture. This positive and self-esteem building presentation examines how students can embrace their cultural heritage to reach their academic and professional goals.

Talks can be customized to include certain themes such as Communication, entrepreneurship and leadership in the community. If you want to give a real-life perspective to your students and you want to prepare students to be tomorrow's leaders, then Richard Villasana, The Mexico Guru, is the speaker for you. Call and book him now.



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Testimonials

Here are what Event Coordinators and students are saying about Richard Villasana, The Mexico Guru.

"Your talk was excellent. You were very interactive and got the audience involved. Your lectures should be taught at every college. You really impressed our faculty with what they heard and the spirited luncheon discussion. We are expanding as a direct result of our faculty seeing what could be done internationally. You started a foundation."

Dr. Enrique Venta
Dean of the College of Business
Lamar University, Beaumont, TX

"If you want your students to learn how to properly do business internationally, then look no further than my friend, Richard. You must bring him to your campus. He is THE Mexico Guru, the number one speaker who will teach your students how to do business internationally, do it right, not mess up and have tremendous success. Do yourself a favor and book Richard right now."

James Malinchak
Two Time College Speaker of the Year
Co-Author "Chicken Soul for the College Soul"

"Our students really enjoyed learning about the differences between doing business in Mexico and in the United States. We look forward to hosting you at another conference."

Lic. Mario Alberto Valenzuela
Coordinador Académico Plantel Pedregal
Universidad Univer, Mexico

"It was a pleasure hearing you speak. It was important for our students to hear that in order to be successful they will have to think more globally and adjust their behaviors to appeal to the audience that they are dealing with."

Cynthia J. Parra-Escamilla
Assistant Director of Operations
Setzer Student Center
Beaumont, TX

"Thank you for speaking at our class today. It was very good. You are one of the more lively speakers we've had. I've learned a lot. I liked how your presentation really drove the point in. You are very engaging."

Haley Byrd
International Business Student
San Diego, CA

"The one thing that I liked about your presentation was how you have to understand one's culture and lifestyle to efficiently communicate with them. Thank you so much for presenting in our class."

Richard Raymundo
International Business Graduate
Alliant International University
San Diego, California

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

Russia Madden, MBA,
San Diego, CA

"Thank you for an extraordinary presentation. The students were tremendously impressed by your expertise and motivated by your words of advice."

Rebeca Treviño, Program Manager
Center For Mexican American Studies,
University of Houston

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Your students benefit from Richard's real-life experiences with diversity. He prepares them for working in multi-cultural environments as well as with a company's global customer base.

"Thank you for making what I believed to be the filming of another boring lecture into a very good learning experience."

Vincent Rosetta
Lamar University, Beaumont, TX

"I just wanted to thank you for your great presentation. I really enjoyed and learned a lot from you. You were the most active guest speaker I have ever had."

Yavuz Kul
International Business Graduate
San Diego, California

Everyone knows that international business is a very hot topic these days. If you want to give a real-life perspective to your students, then you want an expert educator such as Richard.

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Partial List of Clients

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

- National University, Chula Vista, California
- Universidad Univer, B.C., México
- Universidad Autónoma de Baja California, B.C., México
- Universidad Nacional Autónoma de México (UNAM), México City, Mexico
- San Diego Public Schools, San Diego, California, USA
- College of Business, Lamar University, Beaumont, TX
- Mexican-American Studies, University of Houston, Houston, TX

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

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

Richard can customize a workshop to meet the specific needs of your student audience.



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Most U.S. students are culturally unprepared for their transition from college to work environments where multi-cultural interaction with employees and customers is becoming more common. Diversity training is a crucial component to their success.

Add value to your courses that stress the importance of cultural sensitivity in international business relations. Book Richard Villasana, The Mexico Guru.

"It was a pleasure hearing you speak. It was important for our students to hear that in order to be successful they will have to think more globally and adjust their behaviors to appeal to the audience that they are dealing with."

Cynthia J. Parra-Escamilla
Assistant Director of Operations
Setzer Student Center
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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

INTERNATIONAL AFFILIATIONS

- Pi Delta Phi, Societé D'Honneur Française

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

AWARDS/COMMENDATIONS

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



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

College faculty and administrators require ongoing specialized training to communicate with the increasing number of Hispanic students as well as students from other ethnic backgrounds entering U.S. universities.

“You really impressed our faculty with what they heard and the spirited luncheon discussion. We are expanding as a direct result of our faculty seeing what could be done internationally. You started a foundation.”

Dr. Enrique Venta
Dean of the College of Business
Lamar University, Beaumont, TX

Faculty will gain insights into diversity from new and exciting perspectives. They can pass these insights to their college students to better prepare them for the workplace where companies, such as AT&T, promote employees who can help shape strategies to target specific buyers such as Hispanic consumers.

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ARTICLES

Mexico Mail: It's Not For Everybody

Lo Conseguimos. Customer Relationship Management (CRM)

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 U.S. Navy

Received commendation during Desert Shield

Honorable Discharge