
I have over four years of experience working with governmental organizations and the community, providing both pre-development and post-development public open space planning, design and management strategies for achieving functional, sustainable and attractive public spaces.

The land in Mexico that is designated for the development of parks and public spaces does not meet the minimum quality standards and requirements of the United States, Canada and developed countries in Europe and other parts of the world. There is a tremendous need to reshape the way we develop public open spaces in the country in order to provide a better quality of life for our citizens. This awareness, and the desire to change my country's representativeness, propelled me to found "Parques de Mexico" ("Parks of Mexico"), an organization that focuses on the creation, development, operation and administration of public spaces. Our organization's emphasis is on transforming the social environments, applying internationally successful models and pushing the boundaries beyond common uses of the public domain.

Four years ago, I began with a dream to one day provide our citizens with public spaces that highlight local assets, spur rejuvenation, serve common need and – most importantly – build stronger and vibrant communities. The first step was to thoroughly research organizations such as "The Trust for the Public Land", "The City Park Alliance" and "The National Recreation and Park Association". I traveled to several locations in the United States to attend seminars, conferences and assemblies imparted by these organizations; and, of course, I visited various parks and public spaces throughout many US cities and communities.

Subsequently, I became acquainted with the Mexican administrative and developmental public spaces model — specifically in the city of Merida, in the state of Yucatan — which has seen minimal maintenance, low quality restoration and is on a tight budget. We realized that resources from the government were limited and decided to reshape our model, where the community participation became the main factor in the planning, design and development of our public spaces.

Our model invites groups of citizens and community leaders to participate in different capacities. A member of the community can be a "Partner" or "Owner" of a specific area of the public space and work with the appropriate governmental authorities to administer and equip these areas. We use the "Placemaking" approach, which allows us to provide accurate information to our architects in order to develop the master plan and design the final public space.

Additionally, we offer assessments and training in the marketing areas of brand development and positioning. We plan and develop advertising campaigns, provide fundraising assessments and hand out educational materials to our citizens on the management and administration of public spaces.

Today, "Parques de Mexico" is collaborating with the "Metropolitan Coordination," a governmental dependency reporting directly to the Governor of Yucatan, to build an urban state park of more than 200 acres. Occupying a radius of seven kilometers, the "Paseo Verde" ("Green Promenade"), a lineal park, has been designed from the ground up. We began with the concept, developed a master plan, and are incorporating the public-private model of citizenship participation; an operation akin to the building of New York City's Central Park.

In the last two years, "Parques de Mexico" has had a significant and lasting impact on both the politicians' and citizens' perception in Merida. The people now have a more clear understanding of the need to have public spaces that increase

the community's quality of life. The Government, the private sector and the community came together to invest more than \$20 million toward the transformation of the "Paseo Verde." This, our pilot project, is one that has highlighted both our desire for a community-transforming park and our ability to accomplish our goals.

Our short-term goal is to complete the "Paseo Verde" pilot. Our long-term goal is to use "Paseo Verde" as an example to build other public spaces in our city and in other cities and states throughout Mexico.

One of our four, on-going goals is to reshape the current public space development system in the country to one of collaboration and participation, providing our citizens with spaces deserving of them where they can feel connected to the community. We also want to inspire others to participate in their communities to promote a feeling of pride and responsibility to ignite change. We will continue to strive to create the "Asociacion de Parques y Recreacion de Mexico" ("Association of Mexican Parks and Recreation"), using our pilot model as a base. And finally, we intend to bring this model to every possible place in our country, beautifying Mexico and holding true to our nation's motto, "Patria, Libertad, Trabajo y Cultura," which means "Country, Liberty, Work and Culture."

As a citizen and a professional, my goal, my commitment and my passion is to continue learning about the development and design of public spaces so I can share this knowledge with others. Our citizens need, and deserve, public spaces where they can enjoy activities that enrich their lives, where they feel connected to one another; spaces that promote health, safety and sustainability. This model will benefit Mexico in decreasing delinquency, obesity, pollution and drug addiction in communities around the country. It is my responsibility as a citizen to serve others and participate in the creation of a better world, and this "lifelong-project" will allow me to do so. I am hopeful that our government, as well as our citizens, will realize the value of this model and collectively make decisions, creating positive and safe communities.

PROFESSIONAL EXPERIENCE

Parques de Mexico (Parks of Mexico)

President and Founder

[February 2010 – October 2014]

- Responsible for the day-to-day management of the organization; adhering to the organization's mission and strategic plan; and providing leadership to all operational areas of the organization
- Developing partner agencies to meet the needs of our service area, ensuring positive and productive relationships with key constituencies within a highly diverse community
- Working closely with governmental institutions, citizens, developers and stakeholders to understand the public-private relationship, goals and needs of public spaces
- Overseeing all areas of resource development, including contracts, grant writing, fundraising, community outreach, community relations, effective program implementation and public policy
- Applying the "Placemaking" process to gather information and input from citizens
- Utilizing the information gathered from the "Placemaking" process and collaborating with the landscape architects in order to create the master plans
- Defining, developing and leading organizations formed by the community to fund, administer and manage conservancies
- Managing the communication campaigns that help build branding of the public spaces for websites, social and mass media
- Building relationships with organizations such the *NRPA*, *Trust for the Public Land*, the *City Park Alliance* and the *Minneapolis Park and Recreation Board* in order to access their knowledge and apply it to our model in Mexico
- Implementing our organization's model to our pilot project (Paseo Verde): from setting goals and determining timelines to forming and training a cross-disciplinary team. This also includes introducing and applying the "Placemaking" approach in the community, developing a master plan, raising funds for the project and construction of the 200-acre park

FT7 Merida - Soccer Field Complex

Founder and CEO

[November 2009 – May 2013]

- Defined and instituted the entire business model of the soccer complex
- Provided leadership and direction for the overall operation of the soccer complex
- Conducted research through user interviews and surveys to define target markets and marketing strategies
- Was responsible for hiring new talent and managing a team totaling 40 personnel
- Oversaw the design and construction of the complex's restaurant-bar with a capacity of 200 guests
- Closed all sponsorship deals for the complex, collecting \$200K in a period of three years
- Executed informational meetings and presentations, engaging the public and stakeholders
- Designed and developed all promotional and graphic elements for web, print advertisements, email campaigns, events and trade shows including: logos, brochures, posters, flyers, banners, invitations and packaging

Diez Comunicaciones (Diez Communications)

Funder and CEO

[August 2006 – October 2010]

- Defined and instituted a business model for an event-planning consulting business
- Lead the development and implementation of key strategic initiatives

- Coordinated and implemented promotional and marketing activities to create brand awareness and generate program interest
- Organized and implemented logistics for a variety of events, including seminars, expositions and conferences for clients of the industry's most important verticals
- Served as a consultant to nonprofit organizations in fundraising strategies, processes and best practices
- Oversaw and managed all phases of fundraising projects such as "Rubber Duck Races" (www.game-group.com) and a customized version of board games like "Monopoly"
- Created and produced our company's magazines "North Logistic" and "Oftalmo 2.0"

Tecnologico de Monterrey (Monterrey Institute of Technology)

Student Development Department - Director

[April 2004 – August 2006]

- Coordinated and promoted student leadership programs at the University
- Administrated more than 250 student groups and associations, with a total of more than 3,500 students
- Lowered the total student groups' debt from \$1.3 million to \$3 hundred thousand in two years
- Was responsible for all areas of management, overseeing a team totaling 35 personnel

Instituto Nuevo Amanecer A.B.P. - Cerebral Palsy Nonprofit Organization

Fundraising Coordinator

[August 2002 – March 2004]

- Coordinated and promoted fundraising activities for the Institution
- Recruited and managed volunteers; motivated and supported them in achieving their participation goals
- Raised more than \$500K per year for the treatment of more than 350 children with cerebral palsy

EDUCATION

Master of Science in Education and Communication

Tecnologico de Monterrey

December, 2002 (one credit left to completion)

Bachelor of Science in Marketing

Tecnologico de Monterrey

December, 2000

Diploma Intensive Integrated Skills Course

Harvard Extension School

Fall Semester, 1996

SKILLS

Exceptional community and stakeholder relations skills

Exceptional leadership skills and a hands-on, visible approach to staff management and interaction

Exceptional financial acumen and operations management expertise

Resource development and community engagement experience

Luis Roman

Urban Design and Planning Consultant

www.parquesdemexico.org

luis@parquesdemexico.org

Governance and strategic planning skills

Bilingual in Spanish/English