

## Rodrigo Franco Fuentes

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Thinking about innovative ways of measuring things

### Data Science, Economics, Data, Green Transition, Technology and Innovation, Energy

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- Senior Consultant* | **Ecoresil** | Montpellier, France (Current) **2024**
- Economic and Financial Analysis of High Grand Falls 2.6 billion usd study for preliminary application by GBM group.
  - NVDI maps for biomass assessment in Chad (Python, google earth first maps, leaflet)
- Data Scientist* | **Entropia AI** | Mexico (remote, short term) **2023**
- Consolidated the data platform for the estimation of demand for the biggest poultry producer in Mexico.
  - Successfully proposed data products and services to new clients, new contract for over 120,000 usd.
- Short-Term Consultant* | **We Mean Business Coalition** | United Kingdom (remote, short term) **2022**
- Consolidated and analyzed the data for “The economic opportunities of the green transition” report. The report studies investment amounts and return to investment for achieving a worldwide 2050 carbon neutral economy.
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- Senior Consultant, Internal Audit* | **INFONAVIT** | Mexico **2017-2018**
- INFONAVIT is a mandatory federal housing mortgage company for all registered Mexican workforce, 100 billion dollar in assets.
- Wrote code for automating normative compliance auditing of 60+ databases.
  - Performed quarterly audits on 530,000 mortgages worth approx. 10 billion dollars. Identified and reported issues on credits worth over 150 million dollars.
  - Performed a full Compliance Review for the 8+ million existing credits: analyzed the data, produced a report summarizing findings and recommendations, and developed the normative compliance pathways that led to an integral proposal for mortgage credits process reform institution wide.
- Project Manager* / **Mexican Competitiveness Institute (IMCO)** | Mexico **2014**
- Directed the team that designed, collected the data, and wrote the State Competitiveness Index 2014 (SCI)
  - The SCI is the main recurrent product of IMCO. It has a print edition, an event presentation and is widely distributed, its planning involves over a dozen professionals during a 6-month span. IMCO is a Mexican liberal think tank.
- Senior Consultant* / **Det Norske Veritas (DNV)** | Mexico **2014**
- Designed a Nationally Appropriate Mitigation Action (NAMA) for fridge disposal and wrote the final draft for Partnership for Market Readiness proposal, 1mdd awarded for implementing a pilot program.
  - Collected and consolidated the MEDEC (Mexican Strategies for lowering Carbon Emissions) nationwide emissions reporting and management.
- Project Manager* / **Evercore** | Mexico **2012-2013**
- Designed a measuring method and collected data from the different bottling companies for estimating first and second order economic effects and externalities for Coca Cola (KO).
  - Managed a 2 specialists’ team that estimated impact of Industry in National Economy.
  - Created an estimation consistent with national data of the Coca Cola economic footprint, previously unknown since it was distributed along different regional competing actors.
  - Applied an elasticity model for Coca Cola (KO) using National Household Survey Data.
- Correctly predicted elasticity for an external shock in price related to new regulations. Estimated consumption and cross elasticity impacts on food staples. Created successful “bracing for impact” scenarios.
- Project Manager* / **Instituto Mexicano para la Competitividad (IMCO)** | Mexico **2010-2012**
- Wrote proposals for funding climate change projects won and implemented 5 projects, and lead a team of, 3 to 6, specialists that implemented them for USAID, AFD, GIZ, FOMIN(IADB).

- Designed the methodology and implemented the analysis of Mexico's Special Program for Climate Change (PECC). The focus was on social and economic returns, and externality measurement of the policies implemented.
- Developed mixed methods reports combining quantitative analysis of confidential ministry data with qualitative data obtained through 20+ interviews with senior government officials from 7 ministries. Collected the data and presented it in several reports financed by multiple international agencies.

## LEGISLATIVE, GOVERNMENT EXPERIENCE AND OTHERS.

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**| 15-15 Investment Fund | Mexico** **2019-to date**

- Initiated an investment fund for friends and family, centered on green technology.
- 40% CAGR from 2019-2022,

*Senior Advisor | Senate, vice presidency office | Mexico* **2009-2010**

- Wrote legislation complying with best legislative practices for the technology and environmental commissions.
- Compiled and redacted the legislative agenda of the main left-wing opposition party.
- Provided reports on economic, environmental and economic subjects for all senators upon request.

## PUBLISHED REPORTS (hyperlinks included)

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**IMCO:** *Índice de competitividad Estatal 2014, Las reformas y los Estados.*

**IMCO-USAID:** *Desarrollo e implementación de una metodología para medir la rentabilidad en el corto, mediano y largo plazo de los componentes del Programa Especial para Cambio Climático en el periodo 2013-2020-2030*

**IMCO-AFD-UNEP:** *Programa Especial de Cambio Climático para el periodo 2012-2020 con acciones adicionales y análisis de potencial.*

**IMCO-GIZ:** *Evaluación del Programa Especial de Cambio Climático*

**DNV:** *Market Readiness Proposal for Mexico— Domestic Refrigerators NAMA*

## EDUCATION

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**Instituto Tecnológico Autónomo de México (ITAM),** **2002 – 2006**

*Bachelor of Arts in Political Science*

- Choose additional and more specialized economics and math courses as in an economics theory minor.

**John Hopkins Coursera** **2022**

*Data Science Specialization*

- Capstone Project in Natural Language Processing, written in R.

## ADDITIONAL SKILLS

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### Statistical Programming:

R: tidyverse(plyr, dplyr, ggplot2), econometrics (AER), maps (leaflet), web implementation (Shiny), Automatic Reports (knitr), Natural Language Processing (Quanteda, Tm, koRpus), Python: Pandas, Plotly, numpy, leaflet, selenium, BeautifulSoup4 (data scraping)

Github: <https://github.com/Roderictus>

Personal Page: <https://roderictus.github.io/>

### Others:

Microsoft Office

Data Analysis Blog: [www.mexicoendatos.blogspot.com](http://www.mexicoendatos.blogspot.com), Essay Blog: [www.destrucciondeladestruccion.blogspot.com/](http://www.destrucciondeladestruccion.blogspot.com/)

Monthly Economic Analysis Newsletter: <https://www.linkedin.com/in/rodrigo-franco-a74b0018/recent-activity/all/>

**Languages:** Spanish, English, French