
LORENA MATUS



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[LINKEDIN](#)

CAREER PROFILE

Dedicated international professional with a background spanning the public and private sectors, skilled in diverse industries and global markets including Mexico, Sweden, the USA, and South America. Seeking opportunities to leverage my expertise in sustainable project management and international business development.

EXPERIENCE

EMBASSY OF MEXICO, STOCKHOLM, SWEDEN ***ECONOMIC AND COMMERCIAL ADVISOR***

November 2024 - Present

- Conducted research on Mexican and Swedish companies.
- Developed economic profiles for Mexico, Sweden, Latvia and Lithuania.
- Supported commercial activities, including trade promotion and facilitation.
- Analyzed and tracked economic and commercial relationships between Mexico and Sweden.
- Coordinated with other embassy departments and external stakeholders to enhance economic and commercial initiatives.

BUSINESS SWEDEN, MEXICO CITY ***HEAD OF BUSINESS INCUBATIONS AND OPERATIONS***

April 2020 - January 2021

Business Sweden is commissioned by the Swedish government to help Swedish companies grow global sales and international companies to invest and expand in Sweden.

My main responsibility was to support Swedish companies by handling the practical and administrative work to facilitate their establishment in the Mexican market. I was responsible for the day-to-day management and routine tasks involved in addressing the customer's needs, concerns and account activities.

ASSOCIATE

March 2017 - January 2021




I supported clients with international business development.

- Conducted market analysis, consulting projects, coordination of visiting programs and search for suitable partners for Swedish companies in Mexico.
- Organized events such as export promotion, seminars and workshops, trade fairs.
- Coordinated visits of business delegations and high-level delegations between Mexico and Sweden.

SKILLS

- **Reliable:** Consistently demonstrated commitment to tasks, delivering on promises and deadlines.
- **Customer Service:** Consistently exceeded customer expectations, achieving excellent feedback in Customer Satisfaction Surveys conducted every 6 months.

LANGUAGES

-  Spanish (native)
-  English (fluent)
-  Swedish (proficient)

- Represented Business Sweden's Sustainability Group for the Swedish Embassy and Swedish companies in Mexico.

MULTIMIND BEMANNING AB, STOCKHOLM, SWEDEN MARKET RESEARCH CONSULTANT

February 2016 - September 2016

Conducted market research using CATI methodology (Computer Assisted Telephone Interview) to collect survey data.

PROMEXICO, STOCKHOLM, SWEDEN PROJECT MANAGER / EXPORT ANALYST

March 2015 - September 2015

Mexican Embassy's commercial and investment agency in Sweden. ProMexico was a division of the Mexican Ministry of Economy and oversaw attracting Foreign Direct Investment to Mexico.

Main tasks:

- Promoted Mexican investment in Sweden.
- Sought out and assisted Mexican producers with the exportation of their products to the Nordic and Baltic markets.
- Established contact and built relationships with companies in diverse sectors.
- Provided market and industry insights to help companies identify business opportunities in Sweden.
- Organized events such as export promotion and coordinated business delegation trips to Sweden.

IMPORT & EXPORT ANALYST (INTERNSHIP)

September 2014 - March 2015

Supported the export/import department and explored new market opportunities for Mexican producers in the Nordic countries.



EDUCATION

**BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS /
AUGUST 2006 - DECEMBER 2010**

Universidad Autónoma de Baja California, Tijuana, Mexico

With Honors (B. IB. CUM LAUDE) Student and member of University Council.

