

RUBEN FERNANDEZ GARCIA

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SUMMARY

My career has been about managing projects and teams to gather and make sense of raw data through statistical analysis and graphic visualizations. My skills help me provide strong analytical and strategic insights throughout sectors and industries. I have experience working with international development banks such as the World Bank, federal and local governments in Mexico, Australia, Argentina, Brazil, Nicaragua, Trinidad & Tobago, Aruba, Uganda and industry leaders in the automotive, food and beverages, retail, microfinance, hardware, construction, real estate and telecommunication sectors, among others.

EXPERIENCE

03/2016 – PRESENT DIRECTOR / DATA ANALYSIS – REAL ESTATE MANAGEMENT
EVOKARE, MEXICO CITY, MEXICO

03/2019 – 05/2020 INFORMATION MANAGER / DATA STRATEGIES AND MANAGEMENT, HUMANITARIAN OPEN STREET MAPS TEAM KAMPALA, UGANDA

12/2018 – 03/2019 INFORMATION MANAGER / DATA ANALYSIS AND VISUALISATION, HUMANITARIAN OPEN STREET MAPS TEAM ORANJESTAD, ARUBA

03/2014 – 03/2016 SENIOR CONSULTANT / REAL ESTATE AND INVESTMENT BANKING ANALYTICS
DELOITTE, MEXICO CITY, MEXICO

07/2012 – 11/2013 OPERATIONS MANAGER / PUBLIC POLICY EVALUATION AND ANALYTICS
EVALUARE PUBLIC POLICY EXPERTS, MEXICO CITY, MEXICO

05/2013 – 07/2013 CONSULTANT / PUBLIC POLICY DESIGN AND ANALYTICS
KOORI JUSTICE UNIT (KJU) DEPARTMENT OF JUSTICE OF VICTORIA, MELBOURNE, VICTORIA, AUSTRALIA

09/2012 – 12/2012 CONSULTANT / PUBLIC POLICY ANALYTICS
REGIONAL DEVELOPMENT AUSTRALIA, ADELAIDE, SOUTH AUSTRALIA, AUSTRALIA

04/2009 – 04/2010 CONSULTANT / PUBLIC POLICY ANALYTICS
THE WORLD BANK GROUP (WBG), MEXICO CITY, MEXICO

08/2007 – 12/2007 INTERN CONSULTANT / PUBLIC POLICY ANALYTICS
BPA MUNICIPAL CONSULTING, PUEBLA, MEXICO

EDUCATION

05/2011 – 12/2013 *Master of Science in Public Policy and Management*

Carnegie Mellon University
– H. John Heinz III College,
Adelaide, South Australia, Australia

08/2002 – 08/2008 *Bachelor of Economics*

Universidad de las Américas, Puebla, Mexico



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HARD SKILLS

Software:

- Microsoft Office including Access
- Statistical Software: Stata, Minitab, Eviews, R
- GIS software: ARCGIS, QGIS, MapInfo, Overpass Turbo, ODK, OMK, Kobo Collect, Overpass-Turbo
- Social Network Analysis software: Gephi, Node XL
- GIT

Languages:

- Spanish: Native
- English: Advanced
- French: Intermediate

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DETAILED EMPLOYMENT EXPERIENCE

03/2016 - Present Director

Evokare, Mexico City, Mexico

I conducted consultancy studies including: a cost-benefit analysis to inform an international company of its relative standing regarding its Remote Sensing products, and location analyses for entrepreneurs seeking to maximize their profit through optimal location.

Key achievements:

- Conducted a cost-benefit analysis framework for Airbus Remote Sensing. This included the comparison of several Remote Sensing (satellite earth observation imagery) products used to inform forestry projects. It included the main European and North American imagery products. The main deliverable was a dynamic evaluation framework that took into consideration costs, quality and coverage of the satellite imagery in the market.
- Conducted location analysis studies for entrepreneurs and companies that wanted to maximize income through location optimization.
- Developed an algorithm to calculate Socioeconomic levels for urban areas in Mexico. This is a multivariate analysis technique using principal components analysis, an optimal number of clusters technique and an unsupervised clustering algorithm. Survey data was cleaned and adjusted to synthetically represent, in a choropleth map, the socio-economic strata of the urban areas of the Mexican Republic (77% of population)
- Developed algorithms to decode and clean text in several formats. Using Excel, Stata and R.

03/2019 – 04/20 Information Manager

Humanitarian Open Street Map Team, Kampala, Uganda

Humanitarian Open Street Map Team is a non-governmental organization working to map the most vulnerable places in the world for humanitarian aid and sustainable development (Data and GIS tech). Using open-source technologies that help NGOs, communities and governments have cheap and efficient planning resources at hand.

Key achievements:

- Managed a team of 6 consultants to deliver a natural risk profile for a refugee hosting district in Northern Uganda for UNDP and the National Government of Uganda that helped the local and national governments plan for future contingencies.
- Lead the preparation of reports and information products for IOM for a preparedness assessment of points of entry between Uganda and Democratic Republic of Congo for an eventual Ebola outbreak.
- Participated on a United Nations Multi Agency Technical Assessment Group to review the pertinence and impact of cash-based interventions on the refugee context in Uganda. It included the discussion of the a statistical approach that covered multi-dimensional poverty by the characterization of population and its posterior clustering.
- Guided and designed information products and field data collection strategies to sensitize local populations of an urban slum in Kampala regarding risks derived from floods in the area. Including visualizations and graphic analysis.

11/2018 – 02/2019 Information Manager

Humanitarian Open Street Map Team, Oranjestad, Aruba

Key achievements:

- Reported on the demographic profile and living standard of Venezuelan immigrants in Aruba, Netherlands during a major political and economic crisis in the region. Using data collection techniques that included open-source tools.
- Successfully managed the implementation of a survey among a "hidden population" that included immigrants and asylum seekers in the context of a precarious situation and immigrant criminalization. Using social media and open-source data collection tools.
- Lead the creation of an interactive dashboard (Power BI) containing the most relevant and revealing results of the survey.

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03/2016 - Present Entrepreneur/CEO

Self-Employed, Mexico City, Mexico

- Sustainably managed 6 premium properties in Mexico City using VRBO, AIRBNB and HomeAway platforms
- Hosted more than 5,500 guests with a 4.7/5 score during the last 8 years
- Achieved and maintained a 30% margin and 80% occupancy rate after one year of operations
- Reached the target ROI within 6 months operating each property
- Built and managed a five-people team

01/2014 – 03/2016 Senior Consultant

Deloitte, Real Estate and Investment Banking, Mexico City, Mexico

Deloitte is a professional services firm that has presence in 120 countries. The Real Estate and Investment Banking unit undertook a wide range of services that included geo-marketing, location analytics and data analysis.

Key achievements:

- Delivered a mobility study of Mexico City's greater area locating the main activity hubs based on traffic and business data. Using big data and survey studies a mobility model was developed in order estimate floating populations in commercial areas.
- Lead a cost-benefit analysis for a 2 square miles beach front redevelopment in San Fernando, Trinidad & Tobago. Including public facilities, buildings and parks. The study was presented to the island's Minister of Finance. The project is to be initiated in 2021.
- Developed a cost-benefit analysis for a 100 million US dollars project to build a home port in Puerto Peñasco, Sonora, Mexico. The project was approved by the Mexican Ministry of Finance. It included the estimation of a Cobb-Douglass type of demand curb and the parametrization of the model using big data and survey information of the area and other similar ports such as the one in San Diego, California.
- Lead a study to locate two premium locations in Tijuana, Mexico for the expansion of Smart & Final, a retail brand from the United States. The study was presented to the CEO in San Diego, California. Using multivariate regression analysis based on geographic, demographics and business data an econometric model of profit of previously existing locations was trained and proved over the Tijuana's metropolitan area in order to find the most profitable locations for two new shops. Smart & Final requested more studies after this one.
- Achieved the approval of an expansion plan for a Constellation Brands Brewery in Northern Mexico through a socioeconomic study presented to the CEO and CFO in San Antonio, Texas. A team of 6 people conducted a due diligence process in the city of Piedras Negras. The client requested a socio-economic analysis of the city that included: technical and superior education, security, infrastructure, government relations public transportation and connectivity with other Mexican and American cities such as Saltillo and Eagle Pass. In situ and desktop research was undertaken under my supervision.

07/2012– 12/2013 Operations Manager

Evaluate Public Policy Experts, Mexico City, Mexico

Evaluate is a local consultancy firm specialized in public programs evaluation, design and implementation that works for several Mexican federal government agencies.

Key achievements:

- Lead 7 consultants with diverse backgrounds.
- Delivered a program design evaluation for the Mexican Government program "*Seguro para Jefas de Familia*" (Women Head of Household Insurance).
- Redesigned the internal policies and procedures of a Mexican development bank (Bansefi).
- Delivered 10 public policy consultancy and training programs within schedule and budget.

01/2012 – 06/2012: Consultant

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Koori Justice Unit (KJU) Department of Justice of Victoria, Melbourne, Victoria, Australia

KJU is a branch of the Victorian Department of Justice that manages the Aboriginal Justice Agreement, which intends to reduce the over-representation of Aboriginal Australian in the Victorian justice system.

Key achievements:

- Developed a study to determine the demographic and offending profile for the eligible women to benefit from the Koori Women's Diversion Project. A program to deviate minor female offenders from the jail system in Victoria, Australia. This program was designed by the Government of Victoria in order to break the discrimination cycle against racial minorities in the state of Victoria.
- Elaborated a cost-benefit analysis for the Koori Women's Diversion Project. Using statistical techniques over survey data, the economic and social benefits of a program that diverted young Australian indigenous women from serious contacts with the justice system were estimated and compared.

09/2011 – 12/2011: *Head Consultant*

Regional Development Australia (RDA), Adelaide, South Australia (SA), Australia

RDA is a partnership between the Australian Government, the State and local governments of Australia. In SA the RDA committees are working to develop local solutions to the economic, social and environmental issues affecting their communities. The Anglo-Saxon democratic tradition considers extremely important the creation of White Papers before undertaking institutional reforms. Consultation processes are undertaken as means of informing and taking feedback from the main stakeholders and actors within the public policy framework to inform decision makers and the public before engaging in parliamentary work.

Key Achievements:

- Undertook a best practices study that analyzed workforce development strategies in Singapore, the United Kingdom and the United States.
- Under the leadership of the University of South Australia and the RDA conducted a consultation process to evaluate the Workforce and Skills Development System (WSDS) of South Australia. The process involved extensive interviews with industry, education and government stakeholders in SA.
- Mapped the existing WSDS of Australia and SA delineating its main stakeholders and interconnections.
- Delivered a report on the WSDS of SA presented to all the stakeholders included to discuss possible improvements to the system.

04/2009 – 04/2010: *Consultant*

The World Bank Group (WBG), Mexico City, Mexico

The WBG is an intergovernmental institution, part of the United Nations System, whose mandate is to help its member countries to eradicate poverty. Besides lending money to its members, the Bank also provides them with technical assistance. While working for the Bank, I was part of the Human Development department which covered education and health Issues.

Key Achievements:

- Delivered cost-benefit analyses for the Influenza Prevention and Control Projects for Mexican, Argentinean and Nicaraguan governments, during the public health crisis originated by the outbreak of a new strain of the AH1N1 virus in the region.
- Elaborated a cost-benefit analysis for a Water Treatment Project for a 10 million USD loan to the Government of the State of Bahia, Brazil.
- Elaborated an economic analysis for the School Based Management Project for a 220 million USD loan to the Mexican Government. The model involved multivariate regression and fundamental statistical analysis.
- Reviewed and drafted the Country Partnership Strategy Progress Report 2008-2013 for Mexico and WBG. The Country Partnership Strategy is the five-year strategic plan that both, the Bank and the Mexican Government jointly agree.

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08/2008 – 12/2008: *Intern*

BPA Municipal Consulting, Puebla, Mexico

BPA Municipal was a consulting firm serving local governments across the southern region of Mexico. Based in Puebla city, BPA serves more than 400 local governments.

Key Achievements:

- Delivered a report which measured the impact of the “Apúntate” municipal program against illiteracy of the 2005 – 2008 government of Puebla City. Measured the expected impact of the program over literacy indicators and included it on the calculation of a multivariate poverty index.
- Analyzed and forecasted the path over the time of the exclusion indicators of the Puebla municipality (1.7 m inhabitants) for the period 1990 – 2025

05/2006 – 07/2006 & *Intern*

05/2007 – 07/2007 Inter-American Development Bank (IDB), Mexico City, Mexico

The IDB is an intergovernmental organization that assists its country members to design, implement and evaluate economic and social development programs. The IDB mainly serves Latin American countries and provides them with financing and technical assistance. The Bank is part of the American States Organization.

Key Achievements:

- Prepared draft proposals for the following Technical Assistance Schemes:
 - With the Mexican State of Jalisco on territorial sustainable development
 - For the Education Ministry on the “Based on Competencies Human Resources Training”