

# Rubén Fernández García



+ (521) 2223273972  
[rub.fernandez@gmail.com](mailto:rub.fernandez@gmail.com)  
CDMX

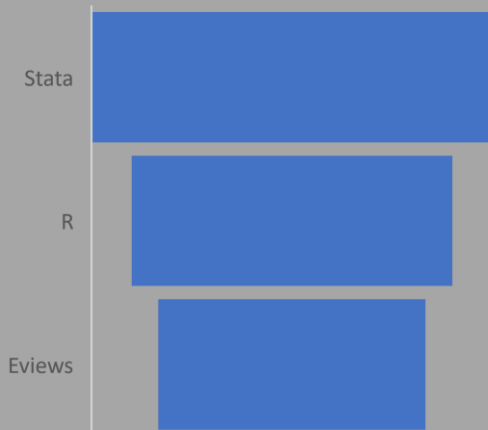
## EDUCATION

2011 – 2013 *M.Sc. in Public Policy and Management*  
Carnegie Mellon University – H. John Heinz III College, Adelaide, Australia  
2002 – 2008 *B.Sc. in Economics*  
Universidad de las Américas, Puebla, Mexico

Honesty  
Productivity  
Balance  
Creativity

Cost-Benefit  
Forecasting  
Regression  
Multivariate  
Statistics

Retail  
Automotive  
Aeronautics  
Real Estate  
Public Policy  
NFP



## CAREER SUMMARY

03/2016 – Present *Entrepreneur/Freelance, Data analysis–  
Real estate management*  
Self-employed, Mexico City, Mexico

- Managed client expectations
- Managed a team
- Programmed expenses
- Scheduled maintenance
- Scheduled services and reservations
- Conducted business analytics
- Prepared proposals
- Conducted client meetings
- Managed client expectations, including reporting advances
- Conducted quantitative and qualitative analysis
- Wrote reports and presented results

03/2014 – 03/2016 *Senior Consultant, Real estate and investment banking analytics*  
Deloitte, Mexico City, Mexico

- Prospected clients
- Prepared proposals
- Staffed projects
- Managed projects' budget
- Managed relationship with clients and stakeholders
- Prepared deliverables, including executive presentations and reports
- Reviewed deliverables technical quality
- Managed a group of consultants

07/2012 – 11/2013 *Operations Manager, Public policy evaluation and analytics*  
Evaluate Public Policy Experts, Mexico City, Mexico

- Managed a team of 14 consultants
- Prepared proposals
- Carried out data analysis for public policy projects
- Presented the project's results to the main consultancy's stakeholders and clients
- Reviewed technical quality of deliverables

05/2013 – 07/2013 *Consultant, Public policy design and analytics*  
Koori Justice Unit (KJU), Department of Justice of Victoria, Melbourne, Victoria, Australia.

- Managed data regarding justice outcomes of Aboriginal Australian women within the justice system of the State of Victoria
- Informed the Koori Women's Diversion Project on the offending profile of the Koori females within the justice system
- Built social, demographic and criminogenic indicators for the Koori women in contact with the Victorian justice system
- Prepared Requests for Quotations to prepare the cost-benefit analysis of the Koori Women's Diversion Project

# Rubén Fernández García

+ (521) 2223273972  
[rub.fernandez@gmail.com](mailto:rub.fernandez@gmail.com)  
CDMX

## CAREER SUMMARY (cont'd)

**09/2012 – 12/2012** *Consultant, Public policy analytics*  
Regional Development Australia, Adelaide, South Australia, Australia

- Analyzed the Workforce Development System (WDS) of Australia and South Australia
- Surveyed and consulted the main stakeholders of the WDS of SA and the Australian Government
- Provided recommendations to the RDA board and main stakeholders

**04/2009 – 04/2010** *Consultant, Public policy analytics*  
The World Bank Group (WBG), Mexico City, Mexico

- Undertook Economic and cost-benefit analyses
- Estimated econometric models
- Undertook desktop research on education and public health issue
- Monitored and gathered periodical data on health and education relevant for the Latin American region
- Provided technical assistance to Latin American governments' officials

**08/2007 – 12/2007** *Intern-consultant, Public policy analytics*  
BPA Municipal Consulting, Puebla, Mexico

- Analyzed census data to calculate poverty, literacy, health and wellbeing indicators
- Designed a strategy for evaluating the impact of a literacy program
- Modelled and forecasted the expected path of living standards indicators for the Puebla region over a 35 year period using econometric and first principal component analyses

**05/2006 – 07/2006** *Intern-consultant, Public policy practice*  
**05/2007 – 07/2007** Inter-American Development Bank (IDB), Mexico City, Mexico.

Contributed to the “Based on Competencies Human Resources Training Multi-Phase Program”, which reformed the Workforce Development System of Mexico by introducing the “competencies based learning approach” to the Mexican Technical Education system:

- Participated in the negotiation meetings of the program with several stakeholders of the Mexican Federal Government; including the Education Ministry of Mexico, the Mexican Teacher’s Union and technical universities and institutes
- Contributed in designing the strategy to measure the program’s impact

## Some corporate projects

- Estimation of potential market size for shopping centers in Querétaro, Tabasco, Mexico City, Baja California and Oaxaca
- Estimation of the economic and geo-demographic parameters of the target population for a microcredit institution in the municipalities of the country
- Estimation of some market parameters and performance indicators for various industries to inform the decisions of an Asian investment fund
- Classification of 850 commercial and industrial properties for an investment portfolio
- Analysis and selection of place for a manufacturing operation
- Determining the best and most profitable location of a supermarket branch
- Development of a methodology to estimate the poles of attraction of pedestrian traffic for Mexico City

**50 +**  
Projects  
undertaken

**15 +**  
Projects  
managed

**1**  
[Published  
article](#)

Learning is my motto.

Contributing is my passion.

Finding purpose is my objective.

