



**SCEDC**  
South County Economic  
Development Council

# THANK YOU FOR COMING TO THE SCEDC BINATIONAL FORUM

PROGRAM GUIDE



## **AGENDA**

### **Check In – Networking**

8:30 am – 9:00 am

### **Welcoming Remarks**

9:00 am – 9:22 am

### **Title Sponsor**

9:22 am – 9:25 am

### **Workforce & Education Panel**

9:25 am – 10:05 am

### **U.S Economic Forecast**

10:05 am – 10:25 am

### **Mexico Economic Forecast**

10:25 am – 10:45 am

### **Q&A for U.S. & Mexico Economic Forecast**

10:45 am – 10:55 am

### **International Trade Panel**

10:55 am – 11:35 am

### **Binational Mobility Panel**

11:35 am – 12:15 pm



**SCEDC**  
South County Economic  
Development Council

# LETTER FROM OUR PRESIDENT AND CEO

The South County Economic Development Council is excited to welcome you to the Inaugural Binational Forum. As a region we benefit from having two nations work together as one community and it is important to ensure we maximize the potential of this relationship. With a plethora of resolute leaders, abundant resources, and unparalleled human resources our combined region is poised to lead our national conversation and recovery.

As an economic development organization, we appreciate all the richness and diversity our region contributes to the unmatched opportunities and quality of life afforded our communities. Looking to the future it is paramount our nations, states, and communities execute on a united vision. The interdependency of our economies and people have always produced outstanding possibilities for all. Today you will hear from many of our binational leaders and organizations on programs and projects designed to enhance our region:

Our economic forecasters will share tremendous insights into how our region has come through the challenges faced because of the pandemic and the resiliency to grow and thrive as we move forward.

Additionally, our Workforce and Education Panel will help provide a glimpse into how we are coordinating efforts to grow an already premier binational workforce.

The International Trade panel is comprised of industry leaders supporting and doing business on both sides of our international border, and share lessons learned as well as how to help avoid potential pitfalls.

Finally, the Mobility Panel will look at how we can leverage unparalleled investment on both sides of the border with regards to moving people and goods.

I personally hope you enjoy this discussion and encourage you to engage throughout the day as we want to make this an interactive discussion. Together we have a responsibility to all that call our region home to provide opportunity, exceptional infrastructure, and ability to grow their dream into reality. Help me thank Border Fusion and all our sponsors for making it possible to bring all of us together to ensure the future our binational region deserves.

James O'Callaghan  
President and CEO  
South County Economic Development Council



Jim O'Callaghan  
President and CEO  
South County Economic Development Council

# WELCOMING REMARKS



Willie Armas  
AVP/Branch Manager at U.S. Bank &  
SCEDC Board Chair



Jim O'Callaghan  
President & CEO  
SCEDC



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# WELCOMING REMARKS



Nora Vargas  
Vice Chair *Supervisor*  
*District 1*

Dr. Mark Sanchez  
Southwestern College



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## **William "Willie" Armas** **Branch Manager U S Bank Eastlake branch**

Willie started his banking career 49 years ago. Willie's first real job was with Security Pacific Bank which became Bank of America, Willie left Bank of America to join San Diego National Bank a community bank which became U S Bank a regional community bank.

Willie has been with U S Bank for 12 years enjoying the role as Assistant-Vice President Branch Manager of the Eastlake branch that services the residents and businesses of Chula Vista, Otay Mesa, San Ysidro, and Bonita.

Willie is proud of the long-lasting relationships he has developed with customers in the community and business sector starting at Security Pacific Bank in San Ysidro.

Willie joined South County EDC in 2015 through U S Bank which has been a constant supporter over the years. Willie has also served on the board of the Border View YMCA through U S Bank.

Willie grew up in San Ysidro and attended elementary school in San Ysidro, graduated from Montgomery High School. Willie received his banking and finance degree at Southwestern College.

Willie is the son of Bernie and Carol Armas long time residents of San Ysidro who were active in the San Ysidro community with sports and education. Willie's father served one term as School board president of San Ysidro. Willie's mom was an administrative assistant at Smythe Elementary in San Ysidro.

Willie lives in Chula Vista with his beautiful wife Elizabeth of 48 years marriage. Willie has three children, one is a Paramedic-Fireman with Chula Vista, one is a teacher in Tempe Arizona, one is a probation officer with the County of San Diego.

Willie has 5 beautiful grandkids ages 1 year to 7 years old. Willie enjoys his weekends visiting with the grandkids and going on trips with his partner Elizabeth.



**Willie Armas**  
**AVP & Branch Manager at U.S. Bank**  
**And SCEDC's Border Chair**

## **Nora Vargas**

### **Vice Chair Nora Vargas - *Supervisor, District 1***

Supervisor Nora Vargas was sworn in on January 4, 2021, to represent the more than 630,000 residents that comprise San Diego County's District 1. A first-generation immigrant, Supervisor Vargas is the first Latina and first woman of color to serve as County Supervisor in the 171-year history of the County of San Diego. She is currently serving a second term as Vice-Chair of the Board.

Vice Chair Vargas is Co-Chair of the County's COVID-19 subcommittee and is leading efforts to mitigate the impacts of the global pandemic, focusing on economic recovery from an equity lens. She serves as Chair for SANDAG's Transportation Committee and the Air Pollution Control District and is the County's representative to the California State Association of Counties (CSAC) and National Association of Counties (NACo). In February 2022, Vice Chair Vargas was appointed by Governor Gavin Newsom to serve on the California Air Resources Board.

Prior to her election to the San Diego County Board of Supervisors, Vice Chair Vargas served as member of the Southwestern College Governing Board and was the first Latina Executive for Planned Parenthood of the Pacific Southwest.

For the last 25 years, Vice Chair Vargas has been dedicated to removing barriers for underserved communities through civic engagement, public policy and community organizing. Through public service she is working to drive positive change and serve her community. Additionally, Vice Chair Vargas has served on numerous local, statewide, and national boards and commissions. She currently serves as a Board member for the National Association of Latino Elected Officials (NALEO) and as Advisory Board member for Hispanas Organized for Political Equality (HOPE).



Nora Vargas  
Vice Chair Nora Vargas  
*Supervisor, District 1*



**Dr. Mark Sanchez**  
**Southwestern College**

Dr. Mark Sanchez' experience includes over twenty years in community college leadership, teaching, instruction and workforce development. His passion for social justice is demonstrated throughout his career. In his career in California community college leadership, he has been successful in the development and implementation of comprehensive race conscious-equity focused instruction, student services and in-person, hybrid and online programs designed to increase student access, personal development and educational goal completion.

Prior to beginning his Presidency at Southwestern College, Dr. Sanchez was the Assistant Superintendent/Vice-President of Student Success and Support Programs at Cuesta College in San Luis Obispo, CA. Dr. Sanchez also served as the Dean of Student Affairs, Counseling at Hartnell College in Salinas, CA; Dean of Student Services, Counseling at Fresno City College; and Director of Student Support Programs at San Jose Evergreen Valley College. Dr. Sanchez also teaches university graduate and undergraduate courses at California State University, Monterey Bay and UMass Global



**SOUTHWESTERN COLLEGE FOUNDATION**



Dr. Mark Sanchez  
Southwestern College



# Thank You To Our Title Sponsor



Miguel Aguirre  
CEO  
Border Fusion

## **Miguel Aguirre** **Founder and CEO of Border Fusion Group**

Miguel Aguirre has been a South County EDC Board Member since 2014. He serves as Co-Chair of SCEDC's Binational Committee along with Flavio Olivieri, PhD of Economics. Aguirre pioneered numerous projects in San Ysidro and Otay including the first west coast Factory Outlet in San Ysidro (1989) and the first two retail centers at the then new Otay Mesa Port of Entry (1992). Aguirre is the Managing Partner of Grand Central West, LLC, owners of the Landmark McDonald's Trolley Station located at San Ysidro Ped East Port of Entry.

As 2014 founder and CEO of the Border Fusion Group, LLC, Aguirre is devoted to the development of paradigm shift economic theories focused on Border as Destination smart growth, cross-border mobility and strategic sense of international place where countries first meet. The Border Fusion Group is a proud sponsor of the San Diego-Tijuana WDC 2024 Award and in 2022 sponsored the founding of the Border Fusion Institute, a 501c3 non-profit boutique think-tank dedicated to the economic development of emblematic cross-border districts that will catalyze the binational region.



Miguel Aguirre  
CEO  
Border Fusion

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**JULY 31**

**BINATIONAL  
PEDESTAL  
MURAL  
PROJECT**



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THOUSANDS, VISIT [ECSCalifornia.org](http://ECSCalifornia.org)**



# WORKFORCE & EDUCATION PANEL



Dr Flavio Olivieri  
CETYS University  
Moderator



Toni Giffin  
Goodwill Industries  
of San Diego County



Dr. Mark Sanchez  
Southwestern College



Hector Casagrande  
Challenger, Gray &  
Christmas Mexico



Dr. Carlos Garcia Alvarado  
CETYS Universidad

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**Dr Flavio Olivieri**  
**Researcher and Faculty Member CETYS University**

Dr. Flavio Olivieri has a Ph.D. in Global Development Studies and over 30 years of economic development experience specializing in the San Diego / Baja California region. He has led economic integration initiatives in manufacturing, information technology, healthcare, and the development of innovation and entrepreneurship ecosystems. He is currently a full-time researcher and faculty member at CETYS University in Tijuana, focused on regional competitiveness.

CETYS is the first university in Mexico to be certified by the Western Association of Schools and Colleges (WASC). Dr. Olivieri is a senior advisor of the Border Fusion Institute, a nonprofit organization focused on promoting a new vision for communities surrounding international ports of entry, changing the paradigm from passthrough to a destination and the development of binational creative districts. He also serves as a Board Member of the Tijuana Economic Development Council (CDT), and as Chairman of the Board of Serena Senior Care, Inc., the leading Assisted Living services company in Baja California.



Dr Flavio Olivieri  
CETYS University

**Toni Giffin**  
**Chief Executive Officer and President**  
**Goodwill Industries – San Diego County**

Toni Giffin earned the position of Chief Executive Officer and President of Goodwill Industries of San Diego County in 2018. Toni's unique experience in all areas of the organization brings an invaluable perspective to the position. Toni has built a reputation for being a compassionate leader who works well in a diverse, fast-paced, and collaborative environment. She employs strong analytical, organizational, interpersonal skills in a kind, ethical, and discreet manner.

Toni began as a Regional Sales Manager for the Retail Department in 1999. She moved from Retail to Human Resources becoming the Director of Human Resources in 2009 and soon thereafter as Vice President of Human Resources and Support Services in 2010. Continuing to earn the respect and admiration of the Executive Director and Leadership Team, she was promoted to the role of Vice President of Mission and Support Services. Toni became Executive Vice President in 2017, overseeing all departments. She developed the organization's core values of credibility, collaboration, and creativity to establish a solid foundation for all ambassadors (employees).

Toni graduated from Bellevue University after earning a Bachelor of Science degree in Management, with honors. She has completed Goodwill Industries International's Executive Development Program and a Certificate of Nonprofit Organizational Leadership from the University of California San Diego. She is an active member of San Diego Rotary and enjoys giving of her time.

In her free time, Toni enjoys gardening, hiking, and beach activities with her husband, children, and grandchildren in her hometown of Chula Vista



Toni Giffin  
Goodwill Industries  
of San Diego County

## **Hector Casagrande** **Challenger, Gray & Christmas Mexico**

Hector Casagrande is Vice President and Managing Director of Challenger Gray & Christmas in Mexico. His professional experience spans more than 25 years of success in various industries and sectors.

He is a member of the Human Resources Association of the Tijuana Industry in the Communications Committee, also a member of the Human Capital Committee of the Association of the Maquiladora and Export Industry in Tijuana, a member of the Talent Committee of Economic and Industrial Development of Tijuana and has been a member of the Mexican Association of Business Administrators.

He is also a renowned professor and speaker in Human Resources, Career Planning, and Sales Strategy and Marketing for numerous universities and business trade associations in Mexico. He holds a master's degree in Human Resources.



Challenger, Gray  
& Christmas, Inc.



Hector Casagrande  
Challenger, Gray &  
Christmas Mexico



## **Dr. Carlos Garcia Alvarado** **CETYS Universidad**

Dr. García is the Chief of Staff and Director of Institutional Relations at CETYS University, an internationally accredited university system in northwestern Mexico. He has been involved in external relations for more than 20 years, having served as system director for advancement and campus president at CETYS Ensenada (2004-2009) and CETYS International Campus (2011-2016). As a system head of institutional relations, he oversees alumni relations and communications, and directs Board development efforts.

Dr. García has served as Secretary to the Board of CETYS University for more than 10 years and staffed the Trusteeship Committee during that period, leading the institution's governing body to receive the prestigious John Nason Award for Excellence in Governance, the first Board of Directors outside of the US to receive said recognition.

In international, binational, and cross-border matters: Carlos secured authorization by the US Department of Education, Veterans Administration and US Treasury so that American Citizens could use their FAFSA loans / Post 9-11 Gi Bill benefits at CETYS, thus contributing to a southbound flow of Students from Southern California who commute to CETYS daily. Carlos led the incorporation of the Friends of CETYS Foundation as a US Based Supporting organization. The Foundation has been active for almost a decade and is an important vehicle that ties the Imperial Valley region to the Mexicali Campus, with plans to replicate such dynamics between the Chula Vista/San Ysidro Area and the Tijuana Campus. Dr. García has successfully raised funds from San Diego based corporations and foundations worked closely on talent development opportunities with US based corporations based in the border region. Carlos was the founding Dean (Campus President) and co-creator of the International Campus Concept in Ensenada, which has grown to receive yearly over 200 students from 30+ nationalities.

In addition to formal preparation in Institutional Advancement and Business Strategy that includes The Fundraising School at Indiana-Purdue, the Harvard Graduate School of Education, and the Harvard Business School, experience in business promoting and advocacy organizations inform Dr. García's understanding of the mindset of Trustees and volunteers from the private sector.

Carlos is active in several Higher Education Organizations, including the Council for Advancement and Support of Education, the Association of Governing Boards of Universities and Colleges, the American Council on Education, among others. He himself has been a Board Member of COPARMEX, Mexico's leading business organization, the Economic Development Corporation, the Red Cross, Caracol Science Museum, Rotary International (D-4100), among others.

Carlos holds a Doctoral degree from City University in Seattle, WA, an MBA from CETYS University, and a Leadership Development Fellowship with the American Council on Education, being the third person from Mexico to be accepted to the program. Carlos was an International Visitors with the US State Department through the US Consulate in Tijuana.



**Dr. Carlos Garcia Alvarado**  
**CETYS Universidad**

# INTERNATIONAL TRADE PANEL



Kenia Zamarripa  
San Diego Regional Chamber  
Moderator



Justine Wong  
Higgs, Fletcher & Mack



Darryl Anunciado  
Action Drone



Marco Barraza  
Arkus Nexus

**Zenia Zamarripa**  
**Executive Director of International Business Affairs**  
**San Diego Regional Chamber of Commerce**

Kenia Zamarripa serves as Executive Director of International Business Affairs at the San Diego Regional Chamber of Commerce, where she is responsible for facilitating business, political, and cultural relationships across the regional business community and advocating for business-friendly legislation that encourages cross-border trade and an improved binational business climate. At the Chamber, Kenya leads annual binational delegation trips to Mexico City to promote cross-border advocacy, and quarterly International Business Forums that provide business leaders the essential knowledge and resources needed to thrive within the international marketplace. 2

She acquired her BA in Marketing from CETYS Universidad in Tijuana, Mexico in 2009. In 2015, she completed her MSc in Global Marketing Management from the University of Liverpool, UK, where she also received her PG Certificate in Human Resources in 2017. Kenya holds positions on various community and international organizations including as Vice Chair of the City of San Diego's International Affairs Board and Board Member of the Border Trade Alliance.



Kenia Zamarripa  
San Diego Regional Chamber  
Moderator

**Justine Wong**  
**Higgs, Fletcher & Mack**

Justine Wong represents clients in corporate and intellectual property matters, working to protect her clients' work product and brand identities domestically and internationally. Ms. Wong's practice also includes providing guidance on unfair competition, trade secret, privacy and data protection, and e-commerce issues.

Her recent data security and privacy work has specifically included advising clients on state data breach notification laws and reviewing and advising clients on their outward facing privacy notice and terms of use.

With a Master of Science Degree in biology, Ms. Wong truly understands the biotech and life sciences space and has the ability to expertly navigate developing industries. Prior to joining HFM, she founded Innovative IP Solutions, PC, where she represented start-up companies with their domestic and international intellectual property matters and managed their worldwide intellectual property portfolios. Ms. Wong was selected to the 2021 and 2022 Best Lawyers in America® "Ones to Watch" list, recognizing lawyers who have been in private practice between five and ten years. This award highlights the most promising younger lawyers in the country.



Justine Wong  
Higgs, Fletcher & Mack



## **Darryl Anunciado** **Action Drone - CEO**

Darryl Anunciado is CEO of Action Drone Inc., an American drone company in San Diego, California. Darryl's devotion for aerial remote control devices and entrepreneurship, drove him to launch Action Drone USA.

Backed with an MBA and BA in Psychology Industrial Organization, gave him experience in banking, property management, and real estate industries. Darryl strives to help other local businesses and contractors also achieve success in the growing drone industry.

Alongside the AD team of engineers, technicians, and business developers, Darryl's saying is, "the drone industry isn't about drones... It's about the people using the drones."



Darryl Anunciado  
Action Drone

**Marco Barraza**  
**Co-CEO ArkusNexus by MIND**

Marco is part of the leadership team at ArkusNexus by MIND, a software engineering consultancy firm headquartered in the Tijuana / San Diego region. The company employs 480+ technology professionals across Mexico, USA, Ecuador, Colombia Bolivia and Venezuela.

Marco advises technology companies across the US on how to incorporate nearshore software development teams to their operational logistics leveraging agile best practices. By guiding engineers to align software projects to business goals, ArkusNexus by MIND software development teams have successfully designed, deployed and supported software products that have resulted in 7+ acquisitions, the largest valued at \$800M by a major consumer electronics company,

<https://www.linkedin.com/in/marcobarraza/>



Marco Barraza  
Arkus Nexus



# U.S. & MEXICO ECONOMIC FORECASTS



Bill Dolan  
U.S. Bank



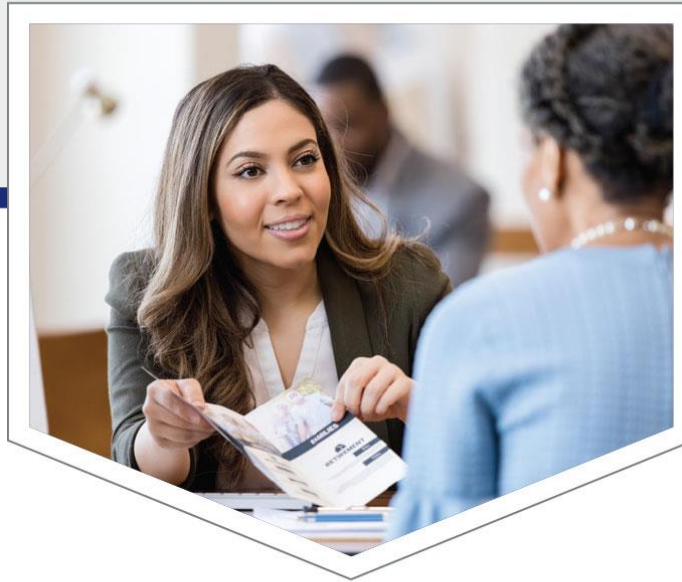
Kurt Nonold  
Secretary of Economy & Innovation  
State of Baja California



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**Bill Dolan**  
**Regional Investment Director U.S. Bank**

As a Regional Investment Director, Bill is responsible for oversight of investment management activities within the California Region and works closely with market leaders in business development. He also serves at the national level as a member of the Investment Strategy Group, where he contributes to both building our investment solutions platform and managing the asset allocation process.

Bill has over twenty years of experience in multiple disciplines including wealth management, investment management and real estate and his early career experience includes assignments at Morgan Stanley and Merrill Lynch. Prior to joining U.S. Bank, Bill was the Head of Wealth Management in California for First Bank, one of the largest privately owned banks in the United States.

His professional background includes extensive experience constructing and managing multi-asset class investment portfolios for trust, individual and institutional clients as well as leading high-performance teams.



**Bill Dolan**  
**Regional Investment Director**  
**U.S. Bank**

**Kurt Nonold**  
**Secretary of Economy & Innovation , State of Baja California**

Mr. Nonold graduated as a Public Accountant from CETYS University. He is a business leader with extensive experience in the maquiladora industry.

He was president of Baja Studios, where he positioned Baja California within the international film industry.

He served as mayor of the City of Tijuana, where he worked closely with business organizations such as the Maquiladora Industry Association and the Tourism and Conventions Committee.

He was also President of the Business Council, where he promoted citizen engagement and co-responsibility.

He joined the State Cabinet of Governor Marina del Pilar Ávila Olmeda as Secretary of Economy and Innovation for the period 2021-2027. He is promoting business growth and entrepreneur initiatives with an emphasis on innovation and competitiveness.

He promotes close bonds with cross-border organizations, in order to present and create regional business opportunities and to promote strategic infrastructure projects to address environmental and border crossing challenges.

Through coordination with various institutions, he is working for a better business environment. Besides complying with the State Development Plan 2022-2027, the Secretariat's work is aligned with the Business Development Policy (PDE) 2021 - 2040, a long scope plan that considers the productive vocations of the municipalities, the diagnosis of the problems, and opportunities for economic development.



Kurt Nonold  
Secretary of Economy & Innovation  
State of Baja California

# BINATIONAL MOBILITY PANEL



Jacqueline Reynoso  
Cordoba Corporation  
Moderator



Sharon Cooney  
MTS



Krysta Ayala  
SANDAG



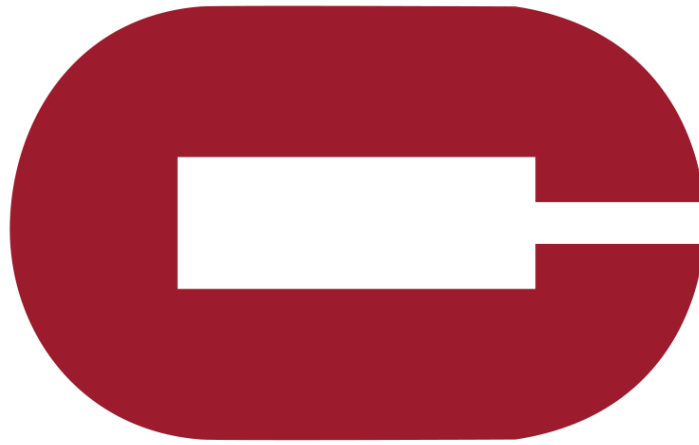
Conrado Ayala  
Cordoba Corporation



Tomas Perez Vargas  
Tijuana Economic  
Development Council (CDT)



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## **Jacqueline R. Reynoso** **Cordoba Corporation**

Jacqueline R. Reynoso possesses 15 years of executive management experience in policy advocacy, program development, stakeholder engagement and regional planning efforts in San Diego. Prior to joining Cordoba Corporation, she served as President and CEO of the National City Chamber of Commerce for 12 years where she oversaw all organizational functions including budgeting and finance, operations, strategic planning, marketing and communications, contract negotiations, project delivery, public affairs, and business development.

Her past experience leading National City's Economic Development Department, working in Real Estate Management for the Centre City Development Corporation, as Manager of Board and Shareholder Relations of Promerica Bank in Los Angeles, and as Executive Fellow with Office of Attorney General Bill Lockyer in the state capital, compliment her working knowledge of legislative affairs, sustainability, regional water issues, school bond programs, and redevelopment authorities. This strong foundation in multi-sector agency relations supports our work in the transportation, energy, education facilities, and water sectors. Her diverse skill set assists Cordoba in bridging a deep understanding of diverse community needs and binational dynamics with well planned, innovative, and equitable project solutions.

Jacqueline's professional leadership includes diverse positions such as President of ARTS, a creative youth development organization; Chairwoman of the Southwestern College Mariachi Scholarship Foundation; Treasurer of Olivewood Gardens & Learning Center at the International Community Foundation; Founder and organizer of the International Mariachi Festival & Competition; Audit Chair for Planned Parenthood of the Pacific Southwest; and most recently, Founder and President of the National City Chamber Foundation.

Ms. Reynoso maintains active participation with the United States Small Business Association Advisory Board, Mexican American Business and Professionals Association, South County Economic Development Council, United States Chamber of Commerce, Pro Salud Board Member in Mexico, and USS Midway Diversity and Inclusion Advisory Board.

Ms. Reynoso's interest and acumen in public policy earned her a seat as a UC Public Policy International Affairs fellow at the Goldman School of Public Policy. In 2002, Ms. Reynoso graduated Magna Cum Laude from Berkeley and received a B.A. in Psychology with a Minor in Public Policy. In 2006, Ms. Reynoso was awarded the prestigious presidential scholarship and earned her Masters Degree in Public Policy and Public Finance from Harvard University at the John F. Kennedy School of Government. From 2001-2002, she studied Italian Language and Culture in Siena, Italy, at the Universita Per Stranieri. Jacqueline is also a graduate of San Diego County's Water Academy, which prepares the next generation of water management leaders.

Jacqueline Reynoso is married to Alexander Colón Baez and together, they are proudly raising their dog, Ozo, and two Children, Diego Alexander (10) and Siena Luna (8).



Jacqueline Reynoso  
Cordoba Corporation  
Moderator

**Krystal Ayala**  
**Senior Partnerships Strategist - SANDAG**

Krystal Ayala is a Senior Partnerships Strategist for the San Diego Association of Governments (SANDAG). Krystal manages the Pilots and Partnerships Section with the Mobility & Innovation Department, which leads the development of strategic partnerships to advance the transportation vision for the San Diego region.

This includes coordination with regional stakeholders and private sector partners to design, deploy, and monitor on-demand flexible fleet services, Next OS pilot projects, and the development of a public-private partnership (P3) Program to facilitate the use of P3s to support agency goals and priority projects. Most recently, Krystal has been leading the implementation of the Regional Digital Equity Strategy to advance broadband access in the region.



Krystal Ayala  
Senior Partnership Strategist  
SANDAG

**Sharon Cooney**  
**Chief Executive Officer**  
**San Diego Metropolitan Transit System (MTS)**

Sharon Cooney is Chief Executive Officer of the San Diego Metropolitan Transit System (MTS). She began her career with MTS in 2005. Prior to her appointment as CEO in 2020, she supervised several functional areas for the agency, including Real Estate, Government Affairs, Planning and Scheduling, Taxicab Administration, Information Technology, Fare Collection, and Marketing and Communications. She was a member of the project teams for both the Trolley Renewal Project and the Mid-Coast Trolley Extension Project. She serves on the American Public Transportation Association's Access Committee and CEOs Coordinating Council, and the California Transit Association's Executive Committee. Previously, she was a legislative analyst for the County of San Diego, and policy director for a County Supervisor.

Her education includes a Bachelor's Degree from Georgetown University, Master's Degree from Villanova University, and doctoral studies at Boston College. She resides with her husband and two children in the City of San Diego.



Sharon Cooney  
MTS

**Conrado Ayala**  
**Vice President – Cordoba Corporation**

Conrado Ayala brings over 25 years of diverse experience to Cordoba Corporation, including civil engineering, design, alternative project delivery, environmental compliance and remediation, capital improvement programming, construction management, and program/project management.

As Vice President of Transportation Infrastructure, Conrado Ayala is responsible for overall organizational and operational matters for Cordoba's Transportation Infrastructure sector.

Prior to his promotion to Vice President, Conrado served as Cordoba's Director of Transportation Engineering. In this role, he established Cordoba's Engineering & Design Center in Cordoba's Santa Ana Office. This integrated team supports several key design and engineering projects that span all four of Cordoba's sectors.

Before joining Cordoba Corporation, Conrado supported key infrastructure projects for City of Pasadena, City of Los Angeles, Port of Los Angeles, Los Angeles County Metropolitan Transportation Authority, California Department of Transportation, Federal Highway Administration, Marriott International, Walt Disney Imagineering, Audi/VW and Mexico City's New International Airport (NAICM).

Conrado is experienced in site-integrated life-cycle support, including planning, design, construction, and operations. He exemplifies Cordoba's philosophy of "Making a Difference" for his clients by developing infrastructure that improves communities.

Conrado earned his B.S. in Civil Engineering at USC and his M.B.A. from the Peter F. Drucker Graduate School of Management. He is a Certified Construction Manager (CCM) and LEED AP.



Conrado Ayala  
Cordoba Corporation

## **Tomas Perez – Vargas**

### **Tijuana Economic Development Council (CDT)**

Tomas Perez-Vargas is advisor to the leader of the environmental axis and recently leader of the mobility axis at the CDT. Born in the city of Guadalajara, he studied Civil Engineering at the Western Technological University of Higher Studies (ITESO).

From 1985 to 1997 he collaborated with several civil engineering companies in the United States, including the Nolte company, a leading road and urban infrastructure engineering company in California. In 1997 he established the subsidiary Nolte de México S.A. of C.V. in Mexico City, and in 2002 he established the second office in the city of Tijuana; where he has served as general director, he has participated in more than 150 diverse engineering projects in infrastructure, topography, and urban development in Mexico, the United States, Costa Rica, Spain, Panama, and China.

### **RELEVANT PROJECTS REGARDING MOBILITY**

- Technical opinion and Preliminary Draft of the Interurban Train Tijuana Tecate 2020.
- Executive Project of Integrated Transport for the 2018 Mobility Program for the Secretariat of Urban Development and Territorial Planning of the State of Zacatecas in 2019.
- Engineering Master Plan for the Otay II Border Crossing in Baja California, WSP/PB (WSP Parsons Brinckerhoff California)
- Elaboration of the Geometric Feasibility Study of the Line of the Tecate – Ensenada Railway System.
- Geometric Analysis of the BRT Trunk Route 2 for the Tijuana Municipal Planning Institute.
- Preliminary project of the BRT Trunk Route 1 for the Tijuana Municipal Institute of Prefation.



Tomas Perez Vargas  
Tijuana Economic  
Development Council (CDT)



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# SCEDC

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