



General Directorate of Investment Attraction



Esaú Garza de Vega

Secretary Of Economic Development, Science And Technology

Bachelor's degree in International Trade with experience as Commercial Counselor and Secretary of Economic Development, notable expertise in directing, coordinating, and executing products and projects. Certified as an Official Translator in the languages Spanish-English-Japanese



Jorge Armando Andrade Serafín

Undersecretary of Investment and Development

Bachelor in Marketing, M.B.A. Local businessman with expertise in professional services and information technologies. Has been Marketing and Communications Director at the Tourism Secretariat, Aguascalientes State Government. Scholar at Tecnológico de Monterrey and Universidad Nacional Autónoma de México (UNAM).





Guillermo Reed Frausto

General Director of Investment Attraction

I have a degree in International Business, my areas of interest are national and international politics and public relations. One of the things I enjoy most is having a beer with friends and watching soccer and football games.

Within my role in the team, is to give attention to all the softlanding firms and brokers from different regions of the world, as well as to attend and follow up all the companies that are interested in establishing in Aguascalientes.



Mariana Isabel Pérez Gutiérrez

Project Coordinator

With a Law Degree, I aim to bring a fresh perspective to the investment world. My legal background enables me to adapt quickly to market changes, adjusting legal strategies to maintain competitiveness. I am passionate about seizing professional growth opportunities, participating in international competitions, as well as Model United Nations simulations, and leveraging work experiences, like my recent role at Walt Disney World, to immerse myself in diverse cultures. Beyond work, I enjoy spending time with family, savoring good meals, and watching movies at home.

In my team, I focus on supporting and instilling confidence in investors for projects in Aguascalientes, actively forging partnerships with various countries to enhance international cooperation.





Daniel Muñoz Medina

Head of the Department of Investment Projects and International Cooperation



With a degree in Administration and International Business, I have a great passion for traveling and learning about new cultures and a strong interest in International Relations. I especially enjoy learn about economics, global trade issues, such as international treaties, regulations and import/export dynamics.

Within my role in the team, I support the Investment Projects area, collaborating with investors to ensure the successful attraction of new projects. In addition, my work includes liaising with local companies, establishing alliances to provide inputs and services to new companies that choose to settle in our state.

Luciana Sánchez Villalobos

Project Management Assistant.



With a bachelor's degree in International Business, I can describe myself as a passionate entrepreneur who likes public relations and a woman in constant innovation both professionally and personally. I enjoy all kinds of art, and quality time with my loved ones.

My role within the team consists in supporting communication between the state government and companies interested in investing in Aguascalientes, managing agendas and being a reliable communication link to establish strategic alliances between the government and the private sector.





Marco José Orozco Rivas

Head of the Department of Development, Communication and Marketing

I have a degree in marketing and a master's degree in project management and evaluation.

Something that has always motivated and concerned me is the issue of responsible growth to respect the environment, as I enjoy outdoor activities, which along with art and traveling are my favorite hobbies.

My role within the team is to give an adequate and focused exposure to our state, both in our country and internationally, as well as to give attention and follow up to all the projects that arrive to our state.



Patricia Andrea Vela Penna

Communication and Marketing Assistant

I have a degree in Marketing and Media. I love spending time with my family over a nice dinner, watching series, talking about travel and spending time on social media.

I promote and create content of the state of Aguascalientes, showing its competitive advantages at international levels such as fairs, campaigns and events. I capture the whole process of accompaniment for your next investment announcement in Aguascalientes.





Kenta Torres

Investment and Development Specialist

With a degree in Business Administration and International Business, I have a solid foundation of values and skills, enriched by my two nationalities: Japanese and Mexican. My experience has allowed me to develop a deep understanding and appreciation for both cultures, which I have been fortunate to experience equally throughout my life.

I enjoy travel, music and international logistics. My main role is to provide specialized attention to Japanese companies interested in expanding or investing in Aguascalientes. This involves coordinating all logistical aspects necessary to establish and strengthen such business relationships.

