

## CLIENT ALERT

### Monarch Welcomes New Senior Advisor in Mexico



**May 9, 2023**

Monarch Global Strategies is pleased to announce that [Gerardo de la Peña](#) has joined the firm as a Senior Advisor in our Mexico City office effective May 2, 2023. In this role, Gerardo will help expand the firm's work in strategic areas while also bringing additional strength and expertise to our existing client base.

Mr. de la Peña comes to Monarch with more than twenty years of experience as a senior executive serving across multiple presidential administrations and in multiple agencies in Mexico, including the foreign ministry (SRE), the department of commerce (*Economía* where he was director general for Small and Medium Enterprises), and the office of the president (where he helped coordinate the economic cabinet).

Mr. de la Peña has broad, cross-sector leadership experience that will prove invaluable to Monarch's clients. He has served as CFO for the largest health care system in Mexico, where he was responsible for a budget exceeding US \$7 billion, and as general controller and head of strategic planning for one of the largest government lending agencies in Mexico with US \$70 billion in assets.

Immediately prior to joining Monarch, Mr. de la Peña worked in the private sector as head of strategic planning for an energy company headquartered in Mexico City. Earlier in his career, before nearly two decades working for the Federal Government in Mexico, he served as a strategic consultant for Deloitte Consulting where his work helped several Mexican states balance their budgets during the 2002 fiscal crisis.

Mr. de la Peña holds an undergraduate honors degree in economics from *Instituto Tecnológico y de Estudios Superiores de Monterrey* (ITESM) as well as a Master of Public Policy degree with a focus on finance from the University of Chicago.



Mr. de la Peña currently serves as a Founding Board Member of *México Cómo Vamos*, a think tank whose mission is to promote sustained economic growth in Mexico and, in turn, to generate more and better jobs in Mexico. He maintains a strong relationship with the University of Chicago, where he served on the Alumni Board of Governors and received the Alumni Service Award. He also served for ten years as a professor in the Economics Department at the *Universidad Iberoamericana*, where he was recognized by students and peers for being among the best faculty members at the university.

“Gerardo brings tremendous expertise in and out of government in Mexico and will deepen the firm’s ability to serve our clients, especially given the significant opportunities Mexico now faces as the trend toward nearshoring to North America continues,” said Monarch President and CEO Michael Camúñez. “We are thrilled to have him join the team and look forward to introducing him to our clients.”

“It is a privilege to be at MGS,” said Mr. de la Peña, “especialmente at this moment, when we can confidently say reshoring’s time has come. I am very excited to participate with the rest of the MGS team to create more value for our clients and stakeholders.”

## About Monarch Global Strategies

Monarch Global Strategies is a strategic consulting firm with over 20 years of experience providing senior corporate executives with market and political intelligence, strategic advice and trade and investment support to facilitate market entry, business expansion and supply chain development efforts globally, with a particular emphasis on North America, including Mexico. From our offices in Los Angeles, Washington, D.C., Mexico City, Monterrey (Nuevo León), and soon Guadalajara (Jalisco), our truly binational, bicultural, and biliterate team has deep regional expertise and an invaluable presence on the ground. We have a proven track record of success, expert knowledge of the market and regulatory environment, and connections at the highest levels of business and politics globally. Our chairman, James R. Jones, a former U.S. Ambassador to Mexico, and our president and CEO, Michael C. Camuñez, a former Assistant Secretary of Commerce and White House Special Counsel, have both enjoyed long and distinguished careers in foreign policy and regional commercial and government affairs. We also work with carefully vetted strategic partners to support your business when necessary.

**Washington, D.C. | Los Angeles | Mexico City | Monterrey**

**[www.monarch-global.com](http://www.monarch-global.com)**



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