

Maxis Advisors and Monarch Global Strategies Form Alliance to Support U.S.–Mexico Manufacturing Expansion

CHARLOTTE, NC and LOS ANGELES, CA (January 12, 2026) — Maxis Advisors and Monarch Global Strategies have formed a strategic alliance to help global companies navigate the growing complexities of doing business between the United States and Mexico. The partnership comes at a time of heightened geopolitical tension, evolving tariff structures, and a renewed focus on nearshoring as companies reevaluate global supply chains.

Together, Maxis and Monarch will provide companies with a comprehensive, cross-border advisory platform, combining Maxis' deep U.S. expertise in site selection, workforce analysis, and incentives negotiation with Monarch's decades of experience navigating Mexico's political, regulatory, and investment landscape.

“From strategic site selection and workforce analysis to political and regulatory navigation, our combined team is uniquely positioned to help companies succeed in both the U.S. and Mexican markets,” said Patric Zimmer, President of Maxis Advisors. “This alliance represents a powerful alignment of capabilities.”

The alliance is timely and critical. With U.S. tariff policy in flux and reciprocal duties on the table, companies are under pressure to rethink global sourcing and supply chains. As of October, global firms had flagged more than \$35 billion in tariff-related hits in 2025 ([Reuters](#)). At the same time, the U.S.–Mexico trade corridor continued to grow, with cross-border trade increasing 3.5% in the first ten months of 2025 over the same period in 2024 ([U.S. Census Bureau](#)), aided by Mexico's position as a linchpin for nearshoring, backed by investments in foreign trade zones, infrastructure, and smart border technologies. In addition, according to [The Yale Budget Lab](#), the average tariff rate on goods from Mexico into the United States is 12.8%, which is one of the lowest in the world for countries exporting to the U.S. The U.S. average effective tariff rate across all countries is 16.8%.

“As companies reevaluate their global operations amid ongoing geopolitical and economic shifts, the need for trusted, integrated guidance is greater than ever,” said Michael C. Camuñez, President and CEO of Monarch Global Strategies. “Together with Maxis Advisors, we offer clients an end-to-end solution to the challenges and opportunities of doing business between the U.S. and Mexico.”

This alliance offers clients a culturally fluent and strategically aligned partnership, rooted in regional expertise, long-standing relationships, and a shared commitment to helping companies de-risk and grow through sound U.S.–Mexico decision-making.

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About Maxis Advisors

As a Foundry Commercial Company, Maxis Advisors provides experience and expertise to directly increase project return on investment and profitability for capital investment and job-creating projects for Fortune 500 and middle-market companies. The firm has negotiated incentive packages tied to more than \$15 billion in capital investment and 50,000 jobs throughout the United States, representing a variety of industries including manufacturing, distribution, office, and real estate development. For more information, visit www.maxisadvisors.com.

About Monarch Global Strategies

Monarch Global Strategies is a business advisory firm with over 25 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 in Mexico. With an active presence on the ground in Mexico City and Monterrey (Nuevo León), the firm's truly binational, bicultural, and biliterate team has deep regional expertise and invaluable relationships to help companies successfully navigate market entry and expansion in Mexico. For more information, visit www.monarch-global.com.



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