

## CARLOS J. VALDERRAMA

### BUSINESS ADVISOR



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#### Experience

Carlos J. Valderrama is a Business Advisor for Latin American transactions, responsible for structuring strategic alliances and business relationships between U.S. and Latin American firms.

Mr. Valderrama, who is not a lawyer, was appointed by and represented Governors George Deukmejian and Pete Wilson as the California Trade Representative in Mexico. He was assigned with the opening and organization of the California Trade and Investment Office in Mexico City where he promoted state exports and joint ventures between California and Mexico. He also served as the Director of the Office of Export Development, managing programs promoting California products and services worldwide in addition to overseeing the operational activities of the state's overseas trade and investment offices. In 1995 and 1996 he was named to the *Los Angeles Business Journal's* list of Who's Who in International Trade.

He has held executive positions with General Telephone Electronics, GTE Overseas Groups in Brazil and Panama, as the Marketing Manager and General Manager respectively.

The following are current or recent projects developed on behalf of clients of the firm:

**Infrastructure:** Represents a Division of a Fortune 500 Company involved in the manufacturing of water distribution equipment with market entry strategies in Latin America.

**Banking:** Represents Latin American investors interested in banking and financial operations in California.

**Automobile Industry:** Represents major U.S. automotive parts suppliers with market evaluation, analysis, and identification of a joint venture partner in Mexico.

**Natural Gas :** Represents a leading U.S. manufacturer of piping distribution products for the natural gas and LPG industries with market evaluation, site selection, and identification of distributors in Mexico.

**Real Estate :** Represents U.S. and Mexican firms in the developing of housing projects in Mexico.

**General Business :** Represents U.S. and Latin American firms in several industry sectors including textiles, consumer products, sporting goods, and financial services on how to establish and maximize their operations in international markets.

**Public Relations :** Organized numerous international seminars and round-table discussions in California on behalf of various professional groups, and chambers of commerce. Some of these events supported the passage of the North American Free Trade Agreement (NAFTA), the U.S.- Chile Free Trade Agreement, and the Central American Free Trade Agreement (CAFTA). Other events promoted trade and investment relations between Californian and Latin American companies.

**Teaching :** *Part-time Lecturer:* Pepperdine University (2005); California Polytechnic State University Pomona (1983 and 2003); University of California at Los Angeles (UCLA-Extension Program) (1994); East Los Angeles College (1983) *Guest Lecturer:* University of Southern California, (Marshall School of Business); University of California at Los Angeles, (Anderson School of Business).

**Professional Associations:** Mr. Valderrama currently serves as Board Member of the Los Angeles Area Chamber of Commerce, Chair of the International Committee, and Chair of the Executive Committee, World Trade Week 2008. He is a member of the International Committee of the California Chamber of Commerce, and the Pacific Council on International Policy. He is the former Chairman and President of the Foreign Trade Association of Southern California, and past Co-Chairman of the California Council for International Trade. During 2001-2005 he served on the International Advisory Board for Los Angeles Mayor, James K. Hahn.

#### **Education**

- California State Polytechnic University, B.A., 1977
- Thunderbird School of Global Management, M.B.A., 1979

#### **Practice Area**

- International / Latin America