



## **Biography**

**Juan Herrera C.  
Senior Comercial Specialist  
U.S. Commercial Service  
Guadalajara, Mexico**

Originally from Guadalajara, Mexico, Juan Herrera studied at Western Illinois University, participated in an internship at Webster University in Missouri, and graduated with a degree in International Business and Management from the Universidad Panamericana in Guadalajara, Mexico.

He has been part of the US Commercial Service in Guadalajara for 7 years, and has developed a deep knowledge in the agribusiness industry.

Juan has had previous experience in international market development and logistics while working for other industries including the garment and textiles industries and jewelry. During that time, he developed business opportunities for Mexican companies in foreign countries including; Spain, Germany, Poland, United Kingdom, Italy, Costa Rica, Guatemala, Salvador, Panama and Colombia.

Juan Herrera has taught international business and International Marketing at the Universidad Panamericana, in Guadalajara, Mexico.

Mr. Herrera is currently the Senior Commercial Specialist with the U.S. Commercial Service in Guadalajara, Mexico, and is the sector lead for agribusiness, among other correlated industries such as Packaging and Food Processing and regional coverage on Automotive, Industrial, Energy and green technologies and Water Treatment.

He is also responsible for promoting U.S. products and services in seven states in Western Mexico (Jalisco, Aguascalientes, Michoacán, Colima, Sinaloa, Nayarit, and Guanajuato).

Juan conducts business with the understanding that international business is not about the transaction, but rather about *people to people connections* that can lead us on the path of global success.