

Carlos H. García

Paseo de la Loma # 443
Loma Dorada Residencial
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Education: Master's Degree in Administration, CETYS Universidad
BA, Business and Management, CETYS Universidad (honors)
CE in Fundraising, Indiana University, Indiana-Purdue
CE in Foundation Giving, Indiana University, Indiana Purdue
CE in Capital Campaign Management, CASE and AFP
Management Systems, San Diego State University /Universidad
Iberoamericana

Experience: **Director Institutional Advancement**
CETYS University System
August 2008-date

In charge of system wide strategies for Board Development,
Alumni Relations, Communications and Fundraising

Dean of the Campus (Director General)
CETYS Universidad, Ensenada Campus
August 2003 – August 2008

Considerably increased financial support for incoming students,
contributing to

- Increased overall enrollment by 31%
- Achieved positive financial results in every period of tenure as head of the Campus
- Considerably increased financial support for incoming students, contributing to a more diverse student population
- Implemented major academic initiatives and raised additional funds to support them
- Strengthened departments by adding key faculty members

- Implemented systematic salary reviews and established a 3-year program to raise faculty and administration salary levels to competitive standards
- Established formal communication channels with representatives of the student body
- Made considerable improvements to facilities and laboratories by adding and equipping 3 new buildings (a fourth is planned for later this year)
- Developed a Board Orientation process as well as a Code of Conduct for CETYS' Board of Trustees (state wide level, 3 Campus) as preparation for an AGB workshop
- Lobbied intensively for increasing diversity within CETYS' Board of Trustees, the first woman to serve on the Board was appointed through our local chapter

As head of the Campus, it was my responsibility to oversee the full spectrum of the institution's operation: academics, administrative, fundraising, facilities and maintenance, IT, as well as to build support from different constituencies and advance the institution's mission by providing the highest academic quality and attracting the best students.

With the support of a senior staff comprised of a V.P. for Academic Affairs, a V.P for Finance and Administration, a V.P. for Marketing and a V.P. for Institutional Advancement, we were able to increase enrollment, extend financial aid and show responsible financial management.

As Dean of the Campus/Director I worked closely with the local chapter of CETYS' Board of Trustees and reported directly to the President of the CETYS System (Rector).

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**V.P. for Institutional Advancement (Director de Avance)
CETYS Universidad, Ensenada Campus
August 1999 to August 2003**

- Increased fundraising income by 500%
- Designed new fundraising vehicles and started a Corporate and Foundation giving program
- Successfully raised funds from international (U.S.) sources
- Conducted Capital projects that resulted in the addition and equipment of several buildings
- Developed an Alumni Relations program as well as created a Public Relations Office
- Developed a Committee Structure within the Board of Trustees (at the local chapter level)
- Helped develop the institution's Case Statement working as point of contact for the CETYS System and outside consultants
- Coordinated Board Orientation, Board Development and Committee structuring processes
- Lobbied extensively in favor of the institution by communicating its non-for-profit nature

As Director of Institutional Advancement my main responsibility was to raise funds for the institution in order to support its academic programs and capital needs. The department was non-existent at the time of my arrival; only the Director and administrative aid positions were available. Hiring, training and building a team were important responsibilities that I faced. Furthermore, building a culture of "seeking opportunities" took a significant amount of my time.

During this time, a significant effort was placed on Board Development and Board "renewal"; working side by side with the Committee on Trusteeship we were able to identify several candidates who were accepted to the local chapter of our Board.

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Marketing Director (Director Comercial)

Augen Opticos

July 1997 to July 1999

- Introduced Branding concept and revamped corporate identity
- Managed and trained a nationwide sales force
- Designed and coordinated trade show and promotional strategies
- Designed and produced advertising and POP materials
- Responsible for marketing and business development throughout the country; 18 points of sale located in Mexico's largest cities.

Augen Opticos is a Mexican corporation with an international presence, a leader in the field of R&D for high technology optical products (lenses, molds, equipment, services).

As a Director at the company, it was my responsibility to create and structure the Marketing department where previously only a sales force existed.

My main responsibilities in order to develop a customer driven approach were to retrain the sales force, develop new business channels and introduce new products that came out of the R&D division; also, to help build awareness about a company which previously was known only as a mass manufacturer in a market that knew little about its expertise or the work it did through other divisions. An international presence at major industry trade shows was started during this period.

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CEO (Director General)

COPARMEX, Ensenada (Business Council)

January 1993 to July 1997

- Reappointed through 3 presidential transitions
- Served as advisor to the President, providing political and economical environmental analysis
- Acted as lead political consultant to membership and operated as political director of the organization
- Designed and implemented a lobbying strategy that resulted in awareness and support of the organization
- Designed and conducted the organization's PR strategy
- Built trained and guided a network of UN certified electoral observers to oversee the 1994's Presidential election. Designed guidelines, logistical and operational controls and training for this network. This work served as a model that would later be adopted nationwide.
- Successfully competed to host the organization's nationwide annual meeting in 1996, attended by the President of Mexico.

COPARMEX is Mexico's only Employers Union and one of the strongest membership based organizations nation wide.

Through COPARMEX, businessmen come together voluntarily in order to provide balance against the weight of the labor unions. COPARMEX, being at the time the only nationwide business association with voluntarily affiliated members, was and continues to be the most respected business institution in Mexico. It's often referred to as the "Conscience" of the private sector.

As Director of the Ensenada branch, communication, lobbying and policy implementation were part of my main responsibilities. Through my tenure as Director and with the guidance of 3 very distinguished Board chairs, our local branch became one of the most renowned in the country, becoming one of the most active, influential and creative branches of a nationwide network.

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Distinctions: Fellow, American Council on Education
Leadership Development Program
Placement at Harvey Mudd College
Claremont, CA
Mentor: Jon C. Strauss, President
Focus Project: Fostering Governing Excellence and Board
Development
2005-2006

Team Leader, GSE Program, Mexico-Sweden
Rotary International Foundation
Vocational /Cultural program designed to promote international
goodwill and understanding
Spring 1999

International Visitors Program
1994 US Election Study Program
Sponsored by the US State Department and the
American Council of Young Political Leaders
One of two Mexican delegates
October-November 1994, Washington, DC, USA

UN Certified Electoral Observer
Certified via the Federal Electoral Institute
Implementation through COPARMEX
1994 Federal Election Process
Summer of 1994, Mexico

Group Study Exchange Program
Professional Scholarship Student
Team Member, District 4100, Mexico
Rotary International
Spring of 1994, Kansas, USA

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- Presentations:** Institutional Development
Association of Fundraising Professionals
Hemispheric Congress on Fundraising
Building a Case Statement
CETYS University
Caracol, CCC
Introduction to Board Development
Coparmex
Caracol, CCC
Red Cross
Marketing for Capital Campaigns
Approf
CETYS University
Volunteer Management
Caracol, CCC
Political analysis
Mexico's political system
Analysis of the Informe Presidencial (State of the Union address)
- Member:** Association of Fundraising Professionals, chapter founding member and member of the International Development Committee
Rotary International
COPARMEX
Red Cross, Ensenada Delegation
Caracol, Science Center and Museum
CETYS University Alumni Association
- Hobbies:** Political analysis, writing and lecturing, lobbying
Marketing and communication issues
Teaching, social topics
Traveling