

CURRICULUM VITAE

Elena Mendoza Barajas

85 Rue de Lausanne 1202

Geneva, Switzerland

Tel. : +41789437104

Email: emendoza.barajas@gmail.com

Date of Birth: October 17, 1984.



EDUCATION

PhD candidate - Research Associate

Institute of Economics: Innovation Economics- University of Hohenheim

September 2016– Present| Stuttgart, Germany

Master in Public Policy

University of Erfurt

October 2009 – July 2011 | Erfurt, Germany

Bachelor in Economics

University of Colima

September 2003 – August 2005 and August 2006 –February 2008 | Colima, Mexico

University of Flensburg

September 2005 – July 2006 | Flensburg, Germany

High school

Institut0 Manuel C. Silva

September 2000 – July 2003 | Colima, Mexico

PROFESSIONAL EXPERIENCE

Associate Adviser, National Export Strategy

International Trade Centre (ITC)/ United Nations and World Trade Organization

August 2011 – May 2016| Geneva, Switzerland

Facilitated dialogue and cooperation between key stakeholders in governments, industry and trade support institutions for the design and implementation of national export strategies, with particular focus on the agricultural sector.

Performed analysis of the determinants of a country's trade competitiveness in international markets, identifying drivers of economic growth and productivity. Conducted diagnostics of market constraints and opportunities in export development and competitiveness, including market access and policy reform, trade support services, the quality of the business environment; trade facilitation, supply capacity, and others.

Led needs assessment and sector selection process for ITC's project on promoting intra-regional trade in Eastern Africa. The objective of the project was to increase export competitiveness of SMEs in Kenya, the United Republic of Tanzania and Zambia in the honey, mango and spices sectors.

Coordinated delivery of capacity building workshops and implementation of a project linking domestic agricultural supply chains and the tourism sector in the United Republic of Tanzania. The objectives of the project covered accessing tourism markets and increasing farmer's productivity.

Supported ITC's Trade and Environment Program (TEP) in improving trade competitiveness of SMEs and micro enterprises in Peru exporting biodiversity based products. Designed second phase of Bio-trade project, with focus on trade diversification and on augmenting quality of exports.

Account Officer Advisor

National Bank of Mexico (BANAMEX-CITIGROUP)
September 2008 – July 2009 | Colima, Mexico

Provided banking services, insurance and investment products to clients. I was responsible for daily monitoring of client's positions and overall transaction life cycle from acquisition to its repayment, ensuring full conformity with approved credit facilities. Provided customer service to the banks client portfolio and assisted in deepening client relationships. Participated in client's visits with the Relationship Manager and facilitated the elaboration of credit risk studies for rural finance projects for SMEs in Mexico.

Programme Manager

Ministry of Agriculture (SAGARPA)
February 2008 – July 2008 | Colima, Mexico

Coordinated and supported the implementation of the Program for Sustainable Livestock Production and Cattle Raising and Beekeeping Organization (PROGAN) at the local level (rural areas in Colima). Elaboration of the pilot project "Production of Organic Mango in the state of Michoacán, Mexico". Organization of training events, meetings and conferences.

SCHOLARSHIPS, AWARDS AND COURSES

September 2016- September 2019 | Stuttgart, Germany

Award of PhD Scholarship for the Program "EXCEED- Higher Education Excellence in Development Cooperation" at the University of Hohenheim.

September 2009 – September 2011 | Erfurt, Germany

Honored by the German Academic Exchange Service (DAAD) with a two-year scholarship for a master program in Public Policy

September 2005 – July 2006 | Colima, Mexico

Selected by the University of Colima for a one-year scholarship for an academic study at the University of Flensburg, Germany.

Best grade point average of the generation 2003-2008

Selected as one of the four University Councilors of the Faculty of Economics

LANGUAGES

Spanish (Native), English (Fluent), German (Intermediate), French (Fluent)

REFERENCES

David Cordobes
Alexander Kasterine
Anton Said

cordobes@intracen.org
kasterine@intracen.org
said@intracen.org