

Jorge Adrián Ramos Sánchez



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Professional Summary

Journalist and public relations professional, active in Strategic development advisor with 30+ years of experience bridging public policy, international cooperation, and private-sector innovation. Founder of a Development Lab—think tank that designs actionable frameworks for urban resilience, financial inclusion, and conflict-sensitive governance. Combines journalistic rigor with prospective analysis to transform complex challenges into scalable solutions—evidenced by policy models adopted by Mexico City and cross-border alliances with institutions in the U.S., Italy, and Central America.

Core Competencies

- *Strategic Foresight & Prospective Analysis*
 - *Public-Private Alliance Building*
 - *Policy Design for Urban Governance*
 - *Financial Inclusion & Community Development*
 - *Stakeholder Negotiation & Diplomacy*
 - *Narrative Communication (Journalism-Informed)*
 - *Think Tank Leadership & Knowledge Mobilization*
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Professional Experience

Founder & Lead Strategist: Taller de Negocios.org – Think Tank for Development | 2009–Present
An applied research lab using the “Development Lab” model to co-create solutions with governments, civil society, and international partners.

- *Designed and implemented a prospective governance model for Mexico City’s security strategy, integrating conflict resolution frameworks from international best practices; adopted by municipal agencies to inform public safety policy.*
- *Built strategic alliances with institutions in the U.S., Italy, Belize, and Latin America to channel technical and financial resources toward SMEs and community development initiatives.*
- *Advised 15+ non-profits and chambers of commerce on financial resilience, resulting in the creation of a “Council of Financial Areas” that redefined local economic development models.*
- *Mentored 50+ youth-led social enterprises through capacity-building programs focused on sustainability, governance, and impact measurement.*
- *Pioneered a journalism-driven communication strategy for the National Transport Chamber, reframing its public narrative and doubling its policy influence radius across federal and state levels.*

Public Policy Advisor & Government Liaison

Mexico City Hall / State of Michoacán / Federal Congress | 1988–2009

- *Served as Technical Secretary in the Michoacán State Deputies Chamber, supporting legislative drafting and intergovernmental coordination.*
- *Developed a prospective decision-making model to strengthen evidence-based lawmaking, integrating data, citizen input, and risk scenarios into the legislative process.*
- *Led metropolitan coordination efforts for public communication campaigns, aligning 12+ boroughs under unified messaging strategies during critical policy rollouts.*

Education

Agribusiness Certification Brigham Young University–Idaho | 2019–Present

Focus: Sustainable value chains, rural finance, and cooperative enterprise models.

Master’s Degree in Mexico–U.S. Relations. Universidad Nacional Autónoma de México 2007–09

- *Thesis: “Asymmetric Interdependence: Financial Flows and Policy Coordination in North America”*
- *Acquired advanced negotiation frameworks, binational policy analysis tools, and problem-solving methodologies applied in cross-border development projects.*

Bachelor’s degree in journalism and communications

Universidad Nacional Autónoma de México (UNAM) | 1984–1988

- *Built a strategic network of public actors across media, government, and civil society—foundation for decades of policy influence and alliance-building.*

Languages

- *Spanish (Native) / English (Professional Proficiency) / Italian (functional)*

Volunteer Leadership & Community Engagement

Independent Advisor & Trainer with Fundaciones y Organizaciones Civiles | 2000–Present

Pro bono collaboration with foundations, NGOs, and community groups in fundraising, self-sufficiency education, and safe mobility.

- *Designed and delivered more than 10 thematic workshops and conferences on:*
- *Economic self-sufficiency (micro entrepreneurship, personal finance, circular economy),*
- *Safe and sustainable urban mobility,*
- *Road accident prevention and road safety.*
- *Trained more than 2,500 people in the Metropolitan Area of the Valley of Mexico for 20 years, in partnership with organizations such as the Citizen Movement for Mobility.*
- *Supported fundraising strategies for community initiatives through:*
- *Designing impactful proposals,*
- *Connecting with institutional and private donors,*
- *Awareness-raising campaigns based on journalistic narratives.*
- *Promoted citizen participation in urban management, facilitating dialogues between communities, local authorities, and transportation experts.*

Perfil Profesional

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Perfil Profesional: Periodista y publirrelacionista activo como estratega de desarrollo con 35+ años generando alianzas entre gobierno, sector privado y sociedad civil. Fundador de un think tank con enfoque Development Lab: diseña modelos prospectivos para gobernanza urbana, inclusión financiera y movilidad segura. Combina periodismo, análisis de políticas y diplomacia práctica para convertir ideas en soluciones con impacto real en México y el extranjero.

Experiencia Clave

Fundador – TallerdeNegocios.org (2009–presente)

Think tank que impulsa desarrollo mediante alianzas internacionales (EE.UU., Italia, Belice).

- *Diseñador modelo prospectivo de seguridad urbana adoptado por la Ciudad de México.*
- *Asesor cámaras empresariales y ONGs; creó Consejo de Áreas Financieras para mejorar modelos de vida local.*
- *Fomentó el alcance de influencia de la Cámara Nacional de Transporte mediante narrativa estratégica.*

Asesor de Políticas Públicas – Gobierno de la Ciudad de México y Congreso de Michoacán (1988–2009)

- *Desarrolló modelo de toma de decisiones basado en prospectiva para el sistema legislativo.*
- *Coordinó estrategias metropolitanas de comunicación pública.*

Voluntariado con Fundaciones y ONGs (2000–presente)

- *Capacitó a +2,500 personas en la ZMVM en manejo seguro, cultura vial y movilidad sostenible.*
- *Impartió 120+ talleres y conferencias sobre autosuficiencia económica, finanzas personales y prevención vial.*
- *Apoyó recaudación de fondos mediante propuestas de impacto y narrativas periodísticas.*

Educación

Certificación en Agroindustria – Brigham Young University–Idaho (2019–actual)

Maestría en Relaciones México–EE.UU. – UNAM (2007–2009)

Licenciatura en Periodismo y Comunicación – UNAM (1984–1988)

Habilidades

*Análisis Prospectivo | Negociación Estratégica | Comunicación para el Cambio
Gobernanza Urbana | Alianzas Público-Privadas | Capacitación a Gran Escala
Resolución de Conflictos | Inclusión Financiera | Movilidad Sostenible*