



# City of Santa Fe, New Mexico

# memo

**DATE:** September 25, 2015  
**TO:** City Council  
**FROM:** Mayor Javier M. Gonzales  
**RE:** Appointments

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I would like to make the following appointment:

**Economic Development Review Subcommittee**

Lisa Ferens Alejandro – to fill unexpired term ending 5/2017 (Resume attached)

# LISA FERENS ALEJANDRO

18 Cibola Circle, Santa Fe, NM 87505  
Phone: 703.408.7928  
LisaAlejandro@icloud.com

## PROFILE

International trade and policy professional with fifteen years of experience in assessing the impacts of economic, market, and regulatory dynamics on U.S. and global industries.

### *Skills and expertise include:*

- Excellent analytical and writing skills leveraged to produce in-depth reports for the U.S. Trade Representative, Members of Congress and staff, and public and private sector audiences on topics such as energy services and equipment, environmental services, and financial services;
- Investigative and inquisitive research skills used to interview representatives from international and domestic governments, as well as other public and private experts to collect and distill the most relevant and timely information;
- Keen quantitative and qualitative analytical capabilities used to assess primary and secondary research and complex data to determine policy impacts, market trends and future industry activity so that government and business leaders can make fully informed decisions with cutting-edge information;
- Team-building and management expertise for overseeing subject matter experts in the research and drafting of reports.

## EXPERIENCE

### **Ridgeline Racing (August 2014-present)**

Santa Fe, NM

*Owner*

Organize and produce outdoor running, biking, and other races and events in Santa Fe designed to challenge beginner and seasoned racers, while helping to boost the city's outdoor economy by drawing participants from outside of Santa Fe.

### **United States International Trade Commission (June 2001-October 2013)**

Washington, DC

*Lead International Trade Analyst (2006-2013)*

*International Trade Analyst (2001-2006)*

Conducted in-depth economic and market analysis of issues affecting global trade and investment to assist Members of Congress and the U.S. Trade Representative in creating and implementing U.S. trade policies. Analysis produced focused on domestic and global markets for energy equipment and services, clean energy technology, insurance services, environmental services, financial services, intellectual property rights, and textiles and apparel.

### *Analysis:*

Responsible for managing teams of analysts, generating innovative ideas for new research, and conceptualizing, designing, researching, editing and authoring fact-finding studies for publication. Reports produced generally estimated the size of the U.S. and global markets for the subject equipment and/or services, identified key export and import markets; described factors affecting supply and demand; examined U.S. and global trade and investment trends, including new business strategies or practices; identified barriers to U.S. trade and investment and examined recent efforts to liberalize trade in leading markets. Key projects and accomplishments include:

- *U.S. Multinational Services Companies: Effects of Foreign Affiliate Activity on U.S. Employment*
  - Designed, managed, and was a lead author of this groundbreaking global study that examined and measured the domestic employment effects of U.S. services firms establishing affiliate operations in foreign countries.
  - Report received significant attention from Members of Congress and industry groups for its quantification of affiliate trade activity – analysis that had not previously been undertaken by any group.
- *Renewable Energy and Related Services: Recent Developments*
  - Conducted new research on renewable energy related services designed to highlight their increasing competitiveness in the U.S. and global economy.
  - Developed new data in areas where statistics were limited, and quantified market value of project development; engineering, design, and installation; and operations and management services in the wind, solar PV, geothermal and small hydro energy markets.
  - Quantified clean energy incentive programs to determine their efficacy in encouraging investment in and creating markets for renewable energy equipment and services.
- *Property and Casualty Insurance Services: Competitive Conditions in Foreign Markets*

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- Identified factors affecting supply and demand for subject services in global markets, and assessed the impact of individual factors on market growth.
- Report helped the U.S. Trade Representative's office to better define such services in negotiations within the World Trade Organization.
- For a series of reports on environmental services, performed analysis of Asian markets for solid and hazardous waste management services, as well as remediation and nature and landscape protection services; and assessed the factors affecting supply and demand in the global market for air and noise pollution abatement services.
- Traveled to the following countries to conduct primary research through interviews with industry and government representatives: Brazil, Chile, China, India, Japan, Malaysia, Thailand, South Korea, and Switzerland.

## ***Management and trade policy development:***

- Spearheaded new energy and environment research program for the Commission which entailed authoring working papers on global markets for smart meters, and competitive conditions for wind energy equipment and services, as well as managing other analysts' efforts on subjects such as biofuels, natural gas exports, environmental services, and Lacey Act provisions.
- Served a one-year detail in the Office of the United States Trade Representative in the Services and Investment division. Responsibilities included evaluating General Agreement on Trade in Services (GATS) offers made by other countries, and participating in trade negotiations on behalf of the United States at the World Trade Organization in Geneva, Switzerland.

## **Booz Allen Hamilton (November 1994 – May 2001)**

McLean, VA

*Senior Consultant (1999-2001)*

*Consultant (1995-1999)*

*Research Analyst (1994-1995)*

Analyzed regulatory and economic implications of international trade policies, developed export strategies, assessed customs procedures, conducted technology assessments and cost-benefit analysis, and developed and implemented training programs in an international environment. Key projects and accomplishments include:

- Brazilian International Chamber of Commerce Export Promotion Portal Project: acted as trade advisor and market analyst on U.S.-based team performing sector analysis, assessment of international trade environment, detailed investigation of the supplier selection process, export strategy development and the design of content and promotional strategies for a trade promotion internet site.
- U.S. Agency for International Development (USAID) Balkans Regional Infrastructure Program: provided technical assistance to transport and water agencies at the national, regional, and local level to ensure better preparation of project proposals for grant and loan funding from a variety of sources. This included training in preparing engineering and financial studies as well as overall infrastructure project analysis and management.
- North Atlantic Treaty Organization (NATO) Maritime Information System Project: Designed and executed technical training packages for NATO focused on resource collaboration, strategic planning, resource tracking, and global situational awareness.
- Developed extensive professional experience in the Central and Eastern European region including Albania, Bulgaria, Croatia, Czech Republic, Hungary, Macedonia, Poland, Romania, and Ukraine, as well as in Brazil, Germany, France, Italy, and Australia.

## **Central Intelligence Agency (May 1993 – January 1994)**

McLean, VA

*Analyst Intern*

- Performed extensive analysis to create biographies of prominent foreign officials for use by U.S. Cabinet.
- Researched and created genealogical charts of ruling families of foreign countries.

## **EDUCATION**

**George Mason University**

Master of Arts, International Transactions, 1998

Bachelor of Arts, English, 1994

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