

JUAN CARLOS MONDRAGÓN CASTAÑEDA

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Guadalajara, Jalisco



OBJECTIVE

Provide value through Business models that increase the profitability of each project.

EXPERIENCE

More than 35 years in hotels promotion, dissemination, advertising, marketing, operation, administration, control and development. Collaboration with airlines, travel agencies, broadcasting and tourism research.

SISTEMA MONDRAGÓN DE MEDICIÓN (MONDRAGÓN MEASUREMENT SYSTEM)

Invented and patented by Juan Carlos Mondragón, in order to provide an administrative tool to support the inventory control in Mexican hotels, restaurants and bars.

2019

MonByHotels®

CEO

www.monbyhotels.mx

- Development & Operation.

2018

By JUAN CARLOS MONDRAGÓN®

Director

www.byjuancarlosmondragon.mx

- Hotel design, development and operation.
- Founding Partner.

JANUARY 2013 - AUGUST 2018

EVOLUTIO

Partner

- Design and Development firm conceived to support investors in the consolidation of their investment projects.

JANUARY 2016 - AUGUST 2017

Livup

www.livup.mx

- Student, Business & Family Residences.
- General director.
- Departments and residences with hotel services for students, executives and families.

MARCH 2008 - AUGUST 2017

InverHoteles and InverDesarrollos

www.inverhoteles.com

www.inverdesarrollos.com

- Hotel development and Operation at Inverhoteles.
- Hampton Inn By Hilton Guadalajara EXPO.
- Holiday Inn Express Guadalajara-ITESO.
- First correspondent for IHG (Intercontinental Hotels Group).
- Mexico's Holiday Inn Express hotels representative for the IHG Owners Association World Board.
- Shopping Centers Area Director (2012-2013 at InverDesarrollos).

JUNE 2007 - FEBRUARY 2008

Fiesta Americana Guadalajara Grand Country Club Hotel, Gdl. Jal.

- Operations manager since opening.

JULY 2005 - JUNE 2007

Fiesta Inn Torreón Galerías Hotel

- Hotel manager.

FEBRUARY 2005 - JULY 2005

Fiesta Inn Torreón la Rosita Hotel

- Hotel manager.

AUGUST 2004 - JANUARY 2005

Fiesta Inn Monterrey Valle / San Pedro Garza García, Nuevo León Hotel

- Hotel manager.

MAY 2003 - JUNE 2004

Fiesta Inn, Chihuahua, Chihuahua Hotel

- General manager.

JANUARY 13 - FEBRUARY 15 2004

Fiesta Americana / León, Gto. Hotel

- Food and Beverage manager, Sales and Catering manager.

FEBRUARY 2002 - MAY 2003

Secretaría de Turismo Municipal, Morelia, Mich. (Government tourism institution)

- Regional Tourism Director.
- Responsible of the region's touristic organization and promotion.

DECEMBER 1997 - MAY 2003

Grupo Berry S.A. De C.V, Morelia, Mich.

- Founding Partner and General Director.
- Marketing and representation of companies such as Vendor (billboards), Aeromagazine (on-board magazine of Aeromar) 8 Columns Guadalajara (Newspaper, tourism section) and Acir Group.
- Marketing and distribution of the "Mondragón Measurement System".
- "Barras Mexicanas" restaurant-bar operation (Owned by Grupo Berry)

FEBRUARY 1998 - JULY 2002

Aeromar Airline

- Regional Manager.
- Airline airport operations and commercial activity in Morelia, Uruapan, Lázaro Cárdenas, Colima, Manzanillo, Guadalajara and Puebla.

FEBRUARY 1997 - DECEMBER 1997

Viva La Vida Restaurant / Zaragoza, Aragón, España.

- Operations Director.
- I collaborated in the concept creation and restaurant operation. Service, bar and kitchen.

JANUARY 1995 - JANUARY 1997

Villa San José Hotel and Suites / Morelia, Mich.

- General manager since pre-opening.

JANUARY 1992 - JANUARY 1995

Alameda Hotel, Morelia, Mich.

- Sales manager.

FEBRUARY 1990 - JANUARY 1995

Alameda Hotel, Morelia, Mich.

- Food & Beverage manager.

FEBRUARY 1988 - JANUARY 1990

Calinda Hotel (now Holiday Inn), Morelia, Mich.

- Executive chef (at the age of 21).

MARCH 1984 - JANUARY 1988

Calinda Beach Hotel (now Oasis) Cancún, Q. Roo

- Hotel trainee.
- Operative, administrative and sales activities.

1981 - 1984

Several restaurants, catering companies and bars collaborations.

OTHER ACTIVITIES

2019

- By JUAN CARLOS MONDRAGÓN® and MonByHotels® CEO.

2015, 2017 to 2019

- Former President of the Guadalajara's Metropolitan Area Tourism Trust.

2017 to 2019

- Member of Expo Guadalajara's Technical committee.
- Former President of Expo Guadalajara's Marketing and Internationalization Committee.

2014 to date

- AHJAL treasurer (Jalisco's Hotels Association)

2011 – 2013

- IHG Owners Association
(Marketing Committee Member).

2013 - 2015

- IHG Owner Association
(Holiday Inn Express Committee)
(Mexico's Holiday Inn Express hotels representative for the IHG Owners Association World Board).

2009 - 2012

- AHJAL secretary (Jalisco's Hotels Association)

2012 to date.

- Member of SKAL Guadalajara 344 Club.

February 1999 - March 2003

- Acir Radio Group. Producer, director and radio host of: "Turística" and "Coparmex Michoacán" programs.

1992-2003

Counselor of Non-Governmental Organizations

- Desem (Founder, Mexican Business development) Michoacán and Puebla.
- Coparmex Michoacán (Counselor for 10 years).
- H. Ayuntamiento de Morelia (Morelia's City Hall counselor).
- Morelia's Convention Center (Counselor).
- Proturmich (President of Michoacán tourism promoters from 1995-1996)
- AHMEMAC (President of Michoacán hoteliers from 1996-1997)

EDUCATION

- Marketing degree with corporate sales specialty, generation of 1994.

Other certifications:

- Cornell University, Itaca, NY (2015)
-Strategic Hotel Mangement Program
- Emory University, Austin, TX (2013)
-Leadership Program
- Hilton University, Memphis, TN (2012)
-General Manger Certification
- IHG, México (2009)
-General Manger IHG Certification
- I.T.E.S.M, Campus Morelia (2002)
- Regional Public Administration
- Others
Finance, Advertising Marketing, Sales Management, Institutional Organizational Leadership.

LANGUAGES

- Spanish (First language).
- English (Second language).
- French (Basic).