

GERARDO CORRO

— DESTINATION CONSULTANT & SPEAKER

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PROFILE

As a **Global Player** in **Business, Hospitality, Destination Development**, and **Project Management**, I am looking forward to continuing my successful career in Canada, bringing to the table over 15 years of experience **leading and training teams of up to 60 individuals** both in the public and private sectors, consistently delivering successful results for numerous clients and destinations.

Relevant academic credentials, including studies in Management, Politics, and Strategy for Tourism Destinations; Government and Public Policy; **Project Management**; Sustainable Tourism; and Hotel and Restaurant Management, which have been complemented by extensive research while traveling to various destinations in 56 countries and a solid international background after living in major cities like **Barcelona, Berlin, London, NYC, California, Buenos Aires, Medellin**, and **Mexico City** among others.

I have been entrusted with **managing budgets, planning for the future**, and conducting **marketing** strategies for different businesses and **destinations**. These responsibilities have honed my **strategic planning, team leading**, and **budget management** skills, enabling me to deliver exceptional results.

Throughout my career, I have been privileged to share my expertise as a speaker and lecturer for diverse audiences on different continents; **teach courses** and workshops for students from a wide variety of academic and professional backgrounds; **coordinate city councils**; and co-found an outstanding **start-up recognized** by the **United Nations World Tourism Organization**.

Recent highlights of my **leadership** and **project management** skills include successfully leading projects such as the *Strategic Tourism Plan 2023* for Puebla, the *Tourism Development Plan for Zacatecas 2023-2030*, the *Tourism Development Plan for Chignahuapan 2022* (certified as a "Pueblo Mágico"), the *PLANDETUR Texmelucan 2022*, and **Training Programs** for 2022 and 2023 for the states of Aguascalientes and Puebla in Mexico.

Driven by a deep passion for **tourism, culture, innovation**, and the **preservation of our heritage**, I am committed to creating dynamic destinations that provide a better living for the local people, and a great reason for visitors to come and contribute to the local economy.

EXPERIENCE

CHAIRMAN | Mar 2023 - Present

CEO & FOUNDER | Jan 2008 - Mar 2023

GESTUR CONSULTANCY

GESTUR is a highly respected consultancy firm that specializes in **helping destinations** and businesses worldwide develop and implement successful **tourism master plans** and **marketing strategies**. With a focus on collaboration between public and private sectors, GESTUR has established a reputation as a trusted partner for governments, tourism boards, and private enterprises seeking to grow their **tourism industry**.

I founded the company and led it during its first 15 years as the CEO, then since March 2023, I remain as its chairman with **full availability to participate in other projects outside the organization**.

As CEO of GESTUR, I was responsible for leading the organization's strategic direction and overall management. My key responsibilities included:

- Developing and implementing the company's vision, mission, and long-term goals
- **Negotiating and developing businesses** with high-profile clients, such as governors, mayors, and secretaries
- Leading the executive team in the development and execution of business plans and strategies
- **Designing and executing training programs** as a speaker/trainer for governments, universities, and the private sector
- Providing guidance to department heads and other senior leaders to ensure alignment with company objectives
- Monitoring financial performance and making necessary adjustments to ensure profitability, as well as structuring **budgets of up to \$500,000,000.00 pesos** for simultaneous projects
- Developing **marketing strategies** for clients along with other experts
- Ensuring compliance with all legal and regulatory requirements
- Building and maintaining strong **relationships with key stakeholders**, including clients, partners, and media representatives
- Fostering a culture of innovation, collaboration, and accountability
- **Recruiting and developing top talent** across all levels of the organization
- Representing the company externally at industry events, conferences, and other public forums

INTERNATIONAL SPEAKER & TRAINER | Jan 2008 - present

Freelance

As an experienced educator, I am passionate about sharing my knowledge and expertise with others. I have taught a range of university-level courses in fields related to **business, tourism, and hospitality** and developed specialized **training programs** for various audiences, such as entrepreneurs, tourism professionals, business managers, destination managers, and high-ranked government officials, including mayors, secretaries, and directors.

In addition, I have spoken at numerous experts' forums and conferences on topics such as **tourism, innovation, entrepreneurship, marketing, hospitality, sustainability, accessibility, heritage, personal growth, and destination management**. I enjoy the challenge of connecting with diverse audiences and conveying complex information in a clear and engaging manner.

MEMBER OF THE BOARD | Nov 2021 - present

PROLOCAL

PROLOCAL is a specialized agency that empowers local governments and legislatures to achieve their full potential and promote sustainable urban development. As a board member, I bring to the table my expertise in the development of cities and tourism destinations to guide the agency toward delivering impactful results.

RADIO PRESENTER | Mar 2016 - Dec 2022

Imagen Radio

I hosted the weekly tourism and travel section "*Escápate con Gerardo Corro*" for this popular news show in Mexico.

CXO & COO | Nov 2019 - Aug 2021

Rotamundos – LATAM & USA

I helped launch this dynamic startup, going from 0 to +250 hotels and +300 experiences in 3 countries within the first year of operations and during the worst times of the COVID-19 pandemic.

Rotamundos was awarded by the UNWTO as the number one company in tourism impulse worldwide and recognized by Forbes as the largest Mexican company by the number of properties.

SECRETARY | Aug 2014 - Aug 2018

Economic Development and Tourism Council – Atlixco, Puebla

Encouraging and coordinating the collaboration between the stakeholders (local, state, and national government; local businesses and universities), to execute strategic actions to promote and manage the destination.

ADVISOR AND DIRECTOR OF TOURISM | Oct 2014 - Aug 2017

City of Atlixco – Puebla

Designing and managing the local tourism strategies and policies for destination development, marketing, and promotion.

During this period Atlixco was granted the "Pueblo Mágico" status for outstanding destinations by the Mexican government.

We increased the number of visitors to 169% in 4 years.

ADVISOR OF TOURISM | Feb 2011 - Feb 2014

City of San Andres Cholula – Puebla

Designing and managing the local tourism strategies and policies for destination development, marketing, and promotion.

During this period, the city was granted the "Pueblo Mágico" status by the Mexican government. **Absent June 2011- May 2012.*

VIP CONCIERGE

& EVENT PLANNER | Jan 2007 - July 2007

Hotel Princesa Sofía – Barcelona, Spain

During this paid internship, I worked in two roles to learn about this 500 rooms hotel operation from within.

As a VIP Concierge, I was in charge of two roles on the VIP floors of the hotel:

- Front desk tasks, like taking and managing reservations; performing check-ins and check-outs; upselling; presenting rooms to guests; problem-solving; and coordination with kitchen, housekeeping, spa, banquets, and other departments.
- Concierge tasks, like managing conflicts; arranging transportation, tours, and guest services; providing recommendations and making reservations for attractions and experiences; arranging special requests.

As an Event Planner, my tasks included:

- Understanding the client's needs and wishes and guiding them through the possibilities for their events.
- Managing budgets.
- Planning and overseeing event logistics.
- Coordinating services with suppliers and partners.

GENERAL DIRECTOR | Jan 2005 - Jan 2008

Red Carpet Mexico

Event management, planning, sales, PR, and logistics.

EDUCATION

CERTIFICATION - Indigenous Awareness | 2023
Indigenous Awareness Canada

CERTIFICATION - Teaching Techniques: Blended Learning | 2023
LinkedIn Learning

CERTIFICATION - Learning How to Increase Learner Engagement | 2023
LinkedIn Learning

DIPLOMA - Project Management | 2022
Tecnologico de Monterrey – Mexico | Ranked as one of the top 3 universities in LATAM.

CERTIFICATION - Sustainable Tourism | 2021
GSTC Global Sustainable Tourism Council

MASTER'S- Government and Public Policy | 2020
Instituto de Administración Pública del Estado de Puebla – Mexico

CERTIFICATION - Design of formation courses, evaluation methods, and manuals | 2018
Ministry of Education of Mexico

CERTIFICATION - Conducting in-person training courses for human capital development | 2018
Ministry of Education of Mexico

MASTER'S - Management, Politics and Strategy for Tourism Destinations | 2011
Universitat Oberta de Catalunya – Barcelona, Spain | Ranked as the best online university in Spain.

BACHELOR'S - Hotel & Restaurant Management | 2008
Universidad de las Americas – Puebla, Mexico | Constantly ranked as the best private university in Mexico.

Multiple Certifications | [REVIEW THE APPENDIX FOR COMPLETE LIST](#)

ACCOMPLISHMENTS

TEAM LEADER | 2021
Tourism Recovery Programme by Enpact and the TUI Care Foundation.

INSTRUCTOR FOR MAYORS | 2016 - 2022
ANAC – National Association of Mayors and City Governments of Mexico.

PRESIDENT | 2014 - 2015
Citizen's Council for the City of Puebla, Mexico.

MEMBER OF THE BOARD | 2014 - 2015
Governing Board of the City Planning Institute of Puebla, Mexico.

DISTINGUISHED CITY COUNSELOR | 2014
Award issued by the Mayor of Puebla for the Counselors with outstanding actions for the city.

VICEPRESIDENT & PRESIDENT | 2013 - 2015
Rotary Clubs "Puebla Emprende" and "Puebla Virreinal".

MEMBER, TREASURER & SECRETARY (2014) | 2013 - Present
SKÅL International Club Vancouver & Puebla – Connecting Tourism Professionals Globally.

PRESIDENT | 2013 - 2019
Chanolliliztli AC – Poverty Alleviation NGO.

PRESIDENT*(2014 - 2015) AND COUNCILOR | 2012 - 2022
Tourism Council for the City of Puebla, Mexico.

SPEAKER | 2008 - Present
For international audiences like the *Universidad Autónoma de Madrid*, Spain; *Universidade de Lisboa*, Portugal; and the main private and public universities in Mexico, among others.

