

STAFF AND EXPERIENCE



Laura López Salazar, General Manager

Economist from the University of Costa Rica (UCR), with a Master's in Public Policy from the Universidad Autónoma de Madrid, Spain, and a Master's in Economic Development from the Institute of Social Studies, Erasmus University Rotterdam, Netherlands. An organizational strategist specializing in the design of triple-bottom-line projects. Focused on the development of programs to strengthen exporting companies, sustainable and inclusive productive transformation initiatives, and the growth of the export and investment ecosystem. Advocate for inclusion and gender equity as a platform for the growth of individuals, businesses, and communities. Before her appointment as General Manager, she served as Deputy General Manager of the Costa Rican Foreign Trade Promotion Agency (PROCOMER), the national agency for export promotion and foreign direct investment attraction.



Marco Alfaro Oreamuno, Assistant Manager

Bachelor's degree in Business Administration, Master's in Project Management, Project Management Professional (PMP), and Scrum Master Certified (SMC). Experienced in founding companies from scratch, implementing internationalization plans, and leading business expansion and growth in various sectors across Central America. Expertise in export and import processes, public procurement, and the management of regional projects. Before his current role, he served as Regional Export Manager for PROCOMER, Regional Project Director at Grupo de Soluciones Informáticas de CR, and as General Manager and Business Consultant at Grupo Opra S.A.



Mario Saenz, Export Development Manager

Master's degree in Business Administration from ESIC Business & Marketing School. Twenty years of international commercial experience in marketing, sales, and strategic business development across Latin American markets.



Eddie Villalobos, Operations Manager

Master's in Business Administration with a specialization in Finance, with over 26 years of experience in managerial positions.



Ingrid Mora, Innovation and Digital Transformation Manager

Bachelor's degree in Communication Sciences with an emphasis on Advertising and a Master's in Business Administration with an emphasis on Marketing. Over 30 years of experience in managerial positions.



Marvin Rodríguez, Trade and Investment Facilitation Manager

Bachelor's degree in Economics and a Master's in Trade and International Markets. Extensive experience in the productive sector and foreign trade.



Mónica Umaña, Investment Manager

Master's in Communication and Marketing from Universidad Latina de Costa Rica, with over ten years of experience in Foreign Direct Investment, Investment Promotion, Lead Generation, Site Selection, and Nearshoring.

