**Carlos Yescas**

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Pragmatic bi-lingual leader with over 20 years of international business development, charity management, and food industry experience. UK resident with work authorization. USA & Mexican citizen.

# Experience

## Foreign Business Development Expert

*Yescas Ltd - 2021-Present*

*Newcastle upon Tyne, England*

* Provided expert support to companies in the UK, USA, Europe, and Latin America including Brazil, Colombia, Mexico and Uruguay
* Secured ￡20,000 in consulting projects in Latin America and the US in 2022
* Managed export/import logistics for perishables between Europe and Latin America
* Interviewed and onboarded cheese production and marketing professionals for projects in Spain, Colombia, and USA
* Developed communications strategies in English, Spanish, and Portuguese to attract international clients
* Designed and hosted scouting tours of producers, distributors, retailers, and exporters in England, Scotland, and Norway.

## President, Board of Directors

*Daphne Zepos Teaching Endowment - 2020-2023*

*Ann Arbor, MI, USA (remote)*

* Designed corporate governance and legal compliance standards for 501c3 non-profit management
* Led organization vision renewal to expand awards granted
* Implemented Annual Budget for 2022 and 2023 fiscal years
* Supervised $250,000 endowment management
* Oversaw administrative team and volunteers

## Program Director

*Oldways - 2015-2021*

*Boston, MA, USA*

* Revamped Oldways Cheese Coalition, a program supporting traditional and raw-milk cheese industries
* Managed strategic fundraising campaign with annual donations of US$80,000+ dollars
* Coordinated research and published position papers in conjunction with a multi-disciplinary academic and trade advisory board
* Coordinated publication of communications resources for the cheese industry, supervising marketing and PR team
* Conducted a global online survey in ﬁve languages on industry practices and drafted an international report
* Launched US survey on consumer attitudes in support of traditional cheese-making practices
* Crafted industry response to US Trade Representative proposed tariffs against imported European cheeses and managed awareness campaign to inform cheese consumers, resulting in political pressure for elimination of extra tariffs
* Supervised year-long internship program on economic impact research on artisanal dairy industry

## Co-founder and owner

*Lactography - 2009-2021*

*Mexico City, Mexico*

* Established largest artisanal cheese distribution company in Mexico, with over 1.5 million pesos annual revenue, drawing from network of suppliers across nine Mexican states
* Identified new producers and coordinated training for cheese-makers, while developing new businesses and products
* Evaluated suppliers to maintain cost controls and improve operations
* Supervised PR and marketing, including social media
* Trained and developed team members to build human capital

## Independent Trade Consultant

*LACTEO Network*

*Boston, MA, USA (remote)*

* Organized virtual business meetings for Colombian dairy producers with US-based category buyers
* Hosted and conducted training mission of 15 Colombian dairy producers to California, USA in 2019
* Created multidisciplinary network of experts from Brazil, Ecuador, Colombia, and Mexico to support development of cheese and dairy industry
* Advised Brazilian scientist and advocates to craft policy language to promote traditional dairy
* Prepared contracts and related documentation according to strict legal trade standards

# Education

M.Phil: Political Theory, 2009-2011

New School For Social Research, NYC, USA

Master of Arts: Political Science, 2007-2009

New School For Social Research, NYC, USA

Masters of Laws: Human Rights Law, 2005-2006

University of Galway, Ireland

Bachelor of Science: International Business, 1996-2000

Endicott College, Beverly, MA, USA