



**Gerardo Luna**

**B.Sc. Economics, MBA, Gafta Member**

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Luna has over 25 years of experience in the fields of international trade, price management and market and business development. From 1985 to 1997 he worked for several Mexican Government Offices and Agencies: the Ministry of Finance (SHCP), Exportadora de Sal (ESSA), CONASUPO as Foreign Trade Manager, and PEMEX (PEP), as Deputy Comptroller for Control and Evaluation.

While in CONASUPO, he led import and export platforms for over 7 MMT of grains / oilseeds and milk powder; participated in market and alternate supply sources development, new market analysis and pricing schemes, and implementation of risk management practices.

In 1997 and for over 14 years he turned to private practice, consulting for the Chicago Board of Trade (CBOT), then the CME Group, on market and business development in Latin America. Following he served fulltime as CME Group's Senior Director, International Products and Services for LATAM in 2011-12, looking at the range of targets & products.

While tending Latin American markets with the US Soybean Export Council (USSEC), he has consulted for Multilateral Agencies (WB, IMF, IADB, IICA), other US Cooperators, and multiple firms and organizations including Cash and Futures Exchanges, traders' associations. He has conducted hundreds of conferences, seminars, courses, and training programs in 20+ countries in LATAM, the NAFTA member countries, and Africa.

With USSEC - Americas he's serviced target sectors of utilization showing them through the range of US Soy advantages, highlighting the U.S. Soybean Sustainability message, the SSAP and related resources.

Gerardo holds an MBA, Certificates on Business Management, Finance, Process Management – Total Quality Management (TQM) & ISO 9000, and Marketing; he is GAFTA Certified and Member (Grain and Feed Trade Association, London). On the personal perspective he is an enthusiastic philatelist, aficionado photographer and a certified scuba diver; he enjoys and heavily supports professional and self- development, while nurturing family life and values.

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