



JUAN CARLOS MONDRAGÓN CASTAÑEDA

jcm@juancarlosmondragon.mx
Guadalajara, Jalisco

Móvil: 333 578 4620

Objective:

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

Experience:

Más de 40 años en el Diseño, Desarrollo y Operación de Hoteles, Departamentos amueblados, Residencias para estudiantes y Senior Living.

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.

2023 to Present MonByDesign®

jcm@monbydesign.com
CEO and General Director
Architectural and Interior Design, Turnkey Delivery, Commercial Spaces, Warehouses and Industrial Parks, Offices, Restaurants, Bars, and Hotels.

2021 to Present MonByDeveloper®

jcm@monbydeveloper.com
CEO and General Director
Corporation that houses five companies: by Juan Carlos Mondragón, MonByResidences®, MonByDesign®, MonByHotels®, and MonBySpirits®.

2019 to Present International Operator MonByHotels®

jcm@monbyhotels.com
CEO and founding shareholder of the firm.
General Director
Company dedicated to the Design, Development, and Operation of Hotels, Apartments, and Residences.

2018 By JUAN CARLOS MONDRAGÓN®

jcm@juancarlosmondragon.mx
General Director
Advisory and consulting for hotel projects, furnished apartments, student residences, and senior living.

MARCH 2008 TO AUGUST 2017

InverHoteles and InverDesarrollos

www.InverHoteles.com
www.Inverdesarrollos.com
General Director of InverHoteles
Hotel Development and Operation at InverHoteles.
Hampton Inn By Hilton Guadalajara EXPO.
Holiday Inn Express Guadalajara-ITESO.
First Correspondent to IHG.
Representative of Holiday Inn Express hotels in Mexico on the Global Board of the IHG Owners Association.
Director of the Shopping Centers area (2012-2013 at InverDesarrollos).

JUNE 2007 TO FEBRUARY 2008 Fiestamericana Guadalajara Grand Country Club, Gdl. Jal.

Operations Manager from opening.

JULY 2005 TO JUNE 2007 Fiesta Inn Torreón Galerías

General Manager.

FEBRUARY 2005 TO JULY 2005 Fiesta Inn Torreón la Rosita

General Manager.

AUGUST 2004 - JANUARY 2005 Fiesta Inn Monterrey Valle / San Pedro Garza García, Nuevo León

General Manager.

MAY 2003 - JUNE 2004**Fiesta Inn, Chihuahua, Chihuahua.**

General Manager.

January 2003 to February 2004**Fiesta Americana / León, Gto.**

Food and Beverage Manager and Banquet Sales.

FEBRUARY 2002 - MAY 2003**Municipal Tourism Secretariat, Morelia, Mich.**

Director of Municipal Tourism.

Responsible for the promotion and organization of tourism in the municipality.

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 (in-flight magazine of Aeromar), 8 Columnas Guadalajara (Newspaper, tourism section), and Grupo Acir.

In the marketing area, Grupo Berry sells and distributes the "Mondragón Measurement System."

Grupo Berry is the owner and operator of "Barras Mexicanas," a restaurant-bar café.

FEBRUARY 1998 - JULY 2002**Aeromar Airline**

Regional Manager.

Responsible for operations at airports and commercial activities in the cities of Morelia, Uruapan, Lázaro Cárdenas, Colima, Manzanillo, Guadalajara, and Puebla.

FEBRUARY 1997 - DECEMBER 1997**Restaurant Viva La Vida / Zaragoza, Aragón, Spain.**

Operations Director.

Collaborated in the creation of the concept and operation of the restaurant. Service, bar, and kitchen.

JANUARY 1995 - JANUARY 1997**Villa San José Hotel and Suites / Morelia, Mich.**

General Manager from pre-opening.

JANUARY 1992 - JANUARY 1995**Hotel Alameda, Morelia, Mich.**

Sales Manager.

FEBRUARY 1990 - JANUARY 1995**Hotel Alameda, Morelia, Mich.**

Food and Beverage Manager.

FEBRUARY 1988 - JANUARY 1990**Hotel Calinda (now Holiday Inn), Morelia, Mich.**

Executive Chef (at 21 years old).

MARCH 1984 - JANUARY 1988**Hotel Calinda Beach (now Oasis), Cancún, Q. Roo**

Training in Hospitality.

Performed all operational, administrative, control, and sales functions in hospitality.

1981 TO 1984

Collaboration in various restaurants, event halls, and bars.

OTHER ACTIVITIES**2024**

Honorary Lifetime Vice President of Generación AD2, IPADE Guadalajara Campus

2023 - 2025

Pro National Secretary of the Mexican Association of Hotels and Motels

2024 - 2026

Advisor of the Tourism Trust of the Guadalajara Metropolitan Area

2024 - 2026

Owner Advisor of the Guadalajara Visitors and Conventions Office

2022 to 2023IHG Owners Association
Extended Stay Committee
Hotel and Suites
Board Mexico**2020 to 2022, 2022 to 2024**

President of the Jalisco Hotel Association

2015 and 2017 to 2019

President of the Tourism Trust of the Guadalajara Metropolitan Area

2017 to 2019Member of the Technical Committee of Expo Guadalajara
Former President of the Marketing and Internationalization Committee of Expo Guadalajara**2014 to 2019**Treasurer of AHJAL
(Jalisco Hotel Association)**2017 to 2020**President of Club SKAL
Guadalajara 344**2013 to 2015**IHG Owners Association
(Holiday Inn Express Committee)
(Representative of Holiday Inn Express hotels in Mexico on the Global Board)**2011 to 2013**IHG Owners Association
(Marketing Committee Member)**2009 to 2014**

Secretary of the Jalisco Hotel Association

1999 to 2003

Grupo Acir Radio. Producer, director, and host of the programs: "Turística" and "Coparmex Michoacán"

1992 to 2003

- Advisor to Non-Governmental Organizations
- Desem (Founder, Mexican Business Development) Michoacán and Puebla
- Coparmex Michoacán (Advisor for 10 years)
- H. City Council of Morelia (Advisor)
- Morelia Convention Center (Advisor)
- Proturmich (President of Tourist Promoters of Michoacán 1995-1996)
- AHMEMAC (President of Hoteliers of the State of Michoacán 1996-1997)

EDUCATION

Marketing Studies with a specialization in Corporate Sales, Class of 1994.

Diplomas

Harvard Business School, (2024)

Essential Tools To Drive Growth and Innovation

Ipade Business School

Universidad Panamericana (2024)

Senior Management of Companies AD2

University of Cambridge

Judge Business School (2021)

Digital Disruption: What Makes the World Disruptive in Our Century

University of Cambridge

Judge Business School (2020)

Business Analytics: Making Decisions Based on Data

Cornell University, Ithaca, NY (2015)

Strategic Hotel Management Program

Emory University, Austin, TX (2013)

Leadership Program

Hilton University, Memphis, TN (2012)

General Manager Certification

IHG, Mexico (2009)

General Manager IHG Certification

I.T.E.S.M, Morelia Campus (2002)

Municipal Public Administration

OTHER

Finance, Advertising Marketing, Sales Management, Organizational Leadership.

LANGUAGES

Spanish (Native language)

English (Second language)

French (Basic)