

EDUARDO GONZÁLEZ

EGNXLZ@SPARROWSEARCH.COM 760-000-0101

GENERAL MANAGER

Bi-lingual professional with proven success in leadership, operational excellence, and project development with keen understanding of elements of business and personnel management. Recognized for directing team members to excel and encouraging creative work environments.

CAREER HIGHLIGHTS

- Successful placements of top talents for top notched organizations both in Mexico and the US.
- Accomplished professional engagement with strong background in supporting, building, and retention of talented teams.
- Developed & implemented strategic programs for Sports Fishing in the State of Baja California.
- Successful management of the Paisano program with the Federal, State and Municipal authorities.

SKILLS

- Fully Bilingual Spanish- English
- Focused on solving problems and identifying opportunities
- Continuous improvement
- Coaching and mentoring
- Client account management
- Project oversight & organization
- Decision- making
- Effective teamwork

PROFESSIONAL EXPERIENCE

GENERAL MANAGER

Sparrow Company- Tijuana Baja California

2014- present

- Assists the HR areas of our clients to find the best talent that contributes to the internal culture of their company.
- Research and selection of top talent.
- Budget management of the operations of Tijuana Office.
- Client database development.
- Customer service.

DIRECTOR OF FACILITATION & TOURIST ASSISTANCE

State of Secretariat of Tourism- Tijuana Baja California

2011- 2013

- Established mechanisms for coordination between the three levels of government and private tourism agencies in information, protection, and assistance of tourists as well as regulation of the touristic activity in the State.
- Developed annual budget of project expenses and management.
- Coordinated meetings with authorities of the three levels of government to carry out special operations for tourist assistance.
- Developed Strategic Programs for Sport Fishing Activities in the State.
- Negotiated financial resources with state trust funds to ensure the operation of the Visitor Assistance Hotline.
- Promoted courses, training workshops in tourism culture for tourism service providers.
- Supervised the activities entrusted to the staff assigned to the area.

EDUARDO GONZÁLEZ

GENERAL MANAGER

COORDINATOR

2006- 2011

State of Secretariat of Tourism- Tijuana Baja California

- Developed monthly statistics of visitors in the state.
- Coordinated the Quality Program Outstanding Host.
- Was responsible for managing individual sports and recreational fishing permits in the state.
- Was the State Coordinator of the Paisano Program (Federal Program. Coordinated with other federal, state, and municipal authorities to ensure the safety of Mexicans returning to México from abroad during the holidays.

BELL BOY

1996- 2006

Hotel Lucerna- Tijuana Baja California

- Customer Service.
- Daily reports.

EDUCATION

Bachelor's Degree in International Business

Universidad Autónoma de Baja California

2001-2005

LICENSE & CERTIFICATIONS

- **Strategies for Improving Public Services**
CETYS University
- **Efficiency and adherence to the law in the state civil service 2013**
Sistema Educativo Estatal
- **Update Workshop "Improvement Actions related to the accreditation of tour guides"**
Federal Secretariat of Tourism
- **Information and updating of the National Tourism Registry, Verification and Accreditation of Tourist Guides**
Federal Secretariat of Tourism
- **Integration of teams**
State Tourism Secretariat
- **Teamwork**
Administrative Office of the State Government
- **Certified ISO 9000-2001**