

Carlos Salazar Lomelín

Carlos Salazar was elected President of the Business Coordinating Council of Mexico (Consejo Coordinador Empresarial- CCE), on January 2019; and took office on February 2019 for the period 2019-2020.

He holds 45 years of professional experience working in the private sector, civil society organizations, and academic institutions.

From 1973 to 2019, his career stands out in FEMSA, leading multinational company headquartered in Monterrey which participates in the beverage industries, -as majority shareholder of Coca-Cola FEMSA and second shareholder of Heineken-; and in retail, through FEMSA Comercio, operator of OXXO stores.

Carlos Salazar held various management positions in FEMSA's subsidiaries, highlighting the positions of CEO of *Cervecería Cuauhtémoc-Moctezuma* and CEO of Coca-Cola FEMSA, company that, under his leadership, grew its market value at a compound annual growth rate of more than 21% and expanded more than eleven times.

He also worked as CEO of FEMSA, from January 2014 to December 2017, where he promoted the development of the trade, health, and fuel divisions of the firm. During his tenure, the company achieved to have around 300 thousand collaborators in 11 countries.

As of January 2018, he has undertaken various business projects related to the manufacturing and sale of cookies and cereals, as well as real-estate businesses.

He has actively participated in different social and business organizations. He was President of the XXI Century Commission in Monterrey, and Promoter of the Center for Exhibitions and Conventions of Monterrey (CINTERMEX). Moreover, in 2014 he was appointed Executive President of the Nuevo León Council.

In this regard, he has received numerous recognitions, such as: Distinguished Citizen of Nuevo León; National Distinguished Executive granted by the Association of Sales and Marketing; and the Mugerza-Garret Prize for the Development of the Community. In January 2016, he received recognition from the Rotary Club of Nuevo León for his outstanding social participation; and from the CANACO of Monterrey for his business experience. In April 2018, he was named president of the Economic Proposal Committee at COPARMEX.

He has taught Economics for more than forty years at the Technological and Higher Education Institute of Monterrey (ITESM), and is the current President of the Board of Business Schools of ITESM, as well as member of the Academic Council for the same institution.

He holds a bachelor's degree in Economics, and postgraduate studies in Business Administration at the ITESM. He also completed post-graduate studies in Economic Development in Italy, and studies of Administrative Management in the Institute for the High Management of Companies (IPADE) in Mexico, among other academic experiences in various countries.