

## ERNESTO VILLALOBOS

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Ernesto Villalobos has over twenty-five years experience working with Texas businesses and manufacturers. As plant supervisor for a bedding manufacturer, he was responsible for overall manpower and material planning, scheduling, policy development and implementation. He was also responsible for public relations for the firm.

In 1984, he was employed by the Texas Department of Agriculture to develop promotional strategies for Texas agribusinesses. Ernesto coordinated international and domestic marketing activities within the department and promoted economic development activities on behalf of Texas firms. He concentrated on the sale and export of agricultural commodities and equipment to Latin American importers and successfully generated sales in excess of \$2.5 million annually for Texas firms.

In 1992, he and a partner established the firm, Conventions Sales and Management International. The company developed exhibits and trade shows in Mexico for the food industry and U.S. manufacturers. He developed internal reports for clients and planned, developed and contracted all services necessary to effectively represent clients' trade show exhibit efforts. It was his responsibility to locate sponsors and recruit support from specific Mexican Chambers of Commerce in support his client's exhibits. As public relations officer for the firm, he was able to increase firm revenues over \$4 million in their first year of operation.

In 1995, Ernesto was hired by the Southwest Trade Adjustment Assistance Center at the University of Texas at San Antonio as the Marketing Specialist. He is responsible for planning, developing, and implementing all marketing efforts in Texas, Oklahoma, and Louisiana. As the lead agent for the SWTAAC, he develops studies on trade-impacted industries for potential university economic assistance. It is his responsibility to make presentations to tri-state

manufacturers and business and industrial associations to inform them of eligibility requirements and available assistance under the TAA program. He has recruited hundreds of new manufacturers into the program and in 2006, SWTAAC clients generated sales in excess of \$550 million or an increase of over \$144 million from the previous year. Data for the 2007 report is being obtained now and will be available at the end of the month.