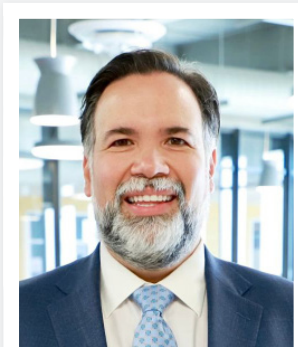


# DANIEL COVARRUBIAS, PH.D.

DIRECTOR OF THE TEXAS CENTER FOR BORDER

ECONOMIC AND ENTERPRISE DEVELOPMENT



## PROFILE

### Name

Daniel Covarrubias

### Office Address

5201 University Blvd.  
PLG 216E  
Laredo, Tx.  
78041

### Office Phone

(956) 326-2520

### Email

dcova@tamiu.edu

## SOCIAL

@jdanielcova

@drdanielcovarrubias

@jdanielcovarrubias

<http://www.linkedin.com/in/jdcova>

## RELEVANT EXPERIENCE

06/2021- Present	<b>Texas Center for Border Economic &amp; Enterprise Development</b>	<b>Director</b> Laredo, Tx.
	I lead the Texas Center for Economic and Enterprise Development at the A.R. Sanchez, Jr. School of Business at Texas A&M International University (TAMIU). The essential purpose of the Texas Center is to provide support to private and public entities with research, data analytics, knowledge dissemination, and assistance in border and binational socio-economic development efforts. The Center hosts the TAMIU Logistechs Living Lab, a research facility focused on improving the efficiency and competitiveness of cross-border trade and transportation through the use of exponential technologies.	
08/2016- 07/2021	<b>Center for Socioeconomic and Technological Innovation</b>	<b>Director</b> Nuevo Laredo, MEXICO.
	I started and directed the Center for Socioeconomic and Technological Innovation for the City of Nuevo Laredo, Tamaulipas. The Center's essential purpose is to be a key agent in the modernization and transformation of productive sectors through the dissemination of knowledge and technology in the business sector, allowing us to increase competitiveness through furthering innovation and strengthening the competitive capacity of our cross-border region.	
06/2014- 07/2016	<b>Ministry of Economy</b>	<b>Advisor to the Minister</b> México, D.F., MEXICO.
	I developed public policy analysis and frameworks relative to national and regional competitiveness, innovation, as well as industrial strategy (clusters, global value chains), and participated in the development of a national program which fosters the promotion of the IT sector (PROSOFT). I also analyzed and advanced strategy proposals for the improvement of manufacturing services (Servitization) in Mexico, and assessed the Machine Tool Cluster mechanisms in order to foster systemic improvements with the ultimate goal of automobile value chain import reduction.	
01/2012- 05/2014	<b>Orkestra-Basque Institute of Competitiveness</b>	<b>Ph.D. Candidate Researcher</b> San Sebastián, SPAIN.
	I worked jointly with the group of researchers within the Territory, Innovation and Clusters department of the institute. I developed research in the area of Cross-Border Regional Development, Regional Innovation Systems, Clusters and Territorial Policy, with a focus on the importance of establishing a social base (Social Capital/Social Innovation) in cross-border contexts to further competitiveness and economic development strategies.	
04/2009 - 09/2011	<b>Institute for Competitiveness and International Commerce</b>	<b>Director</b> Nuevo Laredo, MEXICO.
01/2005 - 08/2007	<b>Secretary of Economic Development and Employment</b>	<b>Secretary</b> Nuevo Laredo, MEXICO.

## EDUCATION

2016	<b>Ph.D. Business Competitiveness &amp; Economic Development</b>	Deusto Business School Sobresaliente Cum Laude
	Thesis: Bridging the socioeconomic gap: integrating cross-border regions through comparing different worlds-Region Laredo, Aquitaine-Euskadi and Öresund.	
2007	<b>Master of Arts in Political Science</b>	Texas A&M International University
2002	<b>Master in Business Administration</b>	University of Texas at San Antonio
2000	<b>Bachelor in Business Administration</b>	Instituto Tecnológico y de Estudios Superiores de Monterrey

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## SELECTED ACADEMIC PUBLICATIONS / PRESENTATIONS

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Covarrubias, J. Daniel (2023) Smart Borders: The key to more resilient International Trade and Cross-Border Transportation. *Presented at the Association for Borderlands Studies 2023 Conference. Tempe, Arizona.*

Cedillo, M. Gaston, Covarrubias, J. Daniel, et.al (2023) COVID-19 effects on the freight transportation systems in Mexico: A demand and supply shock analysis. *Presented at the Center for the Study of Western Hemispheric Trade 2023 Conference. Laredo, Texas.*

Cedillo, M. Gaston, Covarrubias, J. Daniel, (2022) Physical Internet based transportation resilience to cargo theft risk. *Texas Center for Border Economic and Enterprise Development Working Paper.*

Covarrubias, J. Daniel, Vela, J. Humberto, Urarte, Iñigo (2020) Innovando de Abajo hacia Arriba: El Caso de Estudio del Centro de Innovación Socioeconómica y Tecnológica desde una perspectiva de Investigación Acción. *CIST Working Paper.*

Covarrubias, J. Daniel. (2018, April) El Presente nos Llama a Innovar: El Caso de Estudio del Centro de Innovación Socioeconómica y Tecnológica de la Región de Nuevo Laredo-Laredo Como Impulsor de Sistemas Regionales de Innovación Transfronterizos. *Presented at the Association for Borderlands Studies 2018 Conference. San Antonio, Texas.*

Covarrubias, J. Daniel. (2017) Analyzing how a Social Base Impacts Economic Development and Competitiveness Strategies in a Cross-Border Context: The Case of Region Laredo. *Journal of Borderland Studies. Association of Borderland Studies. Taylor and Francis. DOI:10.1080/08865655.2016.1270168*

Alcalde, Henar, Covarrubias, J. Daniel, Irastorza, Olga, Kamp, Bart, Lorenz, Usue (2014, November) Promoting Cross-Border Interclustering: The case of the Aquitaine - Euskadi Euroregion *Presented at the 17th Annual TCI Global Conference. Monterrey, Nuevo Leon, MX.*

Covarrubias, J. Daniel. (2014, April) Highlighting the People Factor; Analyzing how a Social Base Impacts Economic Development and Competitiveness Strategies in a Cross-Border Context, Comparing Different Worlds - Aquitaine Euskadi Cross-Border Space and Region Laredo. *Presented at the Association for Borderlands Studies 2014 Conference "Borders as Signs of the Times!" Albuquerque, Nuevo Mexico.*

Covarrubias, J. Daniel, Magro Edurne, Murciego Asier, Wilson James (2013, November) Understanding innovation policy-mix and their implications for evaluation. *Accepted for Presentation at the "New Horizons - New challenges", Evaluation of STI policies, instruments and organisations 2013 Conference. Vienna, Austria.*

Covarrubias, J. Daniel. (2013, October) Bridging the Gap: Socially Integrating Cross-Border Regions, Comparing Different Worlds - Aquitaine Euskadi Cross-Border Space and Region Laredo. *Presented at the 8th Seminario Internacional en Políticas Regionales de Innovación. San Sebastián, España.*

Covarrubias, J. Daniel. (2013, June) Highlighting the people factor; analysing how a Social Base impacts Economic Development and Competitiveness strategies in a Cross-Border context - The case of the Aquitaine - Euskadi Cross-Border Space. *Presented at the 16th Uddevalla Symposium 2013 on: "Innovation, High-growth Entrepreneurship and Regional Development". Kansas City, MO. USA.*

Larrea, Miren, Estensoro, Miren, Covarrubias, J. Daniel. (2013, April) The Territorial Social Innovation Approach Perspective for Sustainable (Rural) Development Processes. *Presented at the Agderforskning - University of Agder (Norway) / Orkestra Workshop for Culture-based Rural Development Strategies. San Sebastian, España.*

Wilson, James, Magro, Edurne, Covarrubias, J. Daniel, Murciego, Asier, (2012, November) Como evaluar desde la complejidad? El caso de las políticas de cooperación para la innovación del País Vasco. *Presented at the Workshop for Policy Evaluation as a support mechanism for Policy Learning. San Sebastián, España.*

Covarrubias, J. Daniel. (2012, October) Why a Social Base is necessary for implementing Economic Development and Competitiveness strategies in a Cross-Border Context: The case of Region Laredo. *Presented at the 15th TCI Annual Global Conference. País Vasco, España.*  
\* Winner of Most Inspiring Presentation Award.

# DANIEL COVARRUBIAS, PH.D.

DIRECTOR OF THE TEXAS CENTER FOR BORDER  
ECONOMIC AND ENTERPRISE DEVELOPMENT

## SUMMARY

A highly motivated, team oriented socioeconomic researcher with more than ten years of experience in the public sector and four years in the academic-research field.

- Strong analytical and qualitative research skills.
- Able to quickly identify problems and successfully implement solutions.
- Excellent interpersonal communication skills.
- Excellent writing, public speaking and presentation abilities.
- Extensive experience in team building and negotiation; able to motivate and move a group toward a consensus.
- Fluent in English and Spanish

## SOCIAL

@jdanielcova 

@drdanielcovarrubias 

@jdanielcovarrubias 

<http://www.linkedin.com/in/jdcova> 

## CERTIFICATIONS

2021	<b>ESADE Business School</b> Strategic Innovation Certificate of Completion
2018	<b>Tecnalia Research and Innovation</b> Initiation and Sensibilization to Industry 4.0 (16 hours) Inteligent Artificial Vision Systems (40 hours) Digitalization, IoT, Big Data and Data Analytics (40 hours) Cibersecurity (40 hours) Augmented Reality and Virtual Reality (40 hours)
2017	<b>UC Berkeley Extension</b> BUS ADM 2022 - 001 Keys To Successful Entrepreneurship Certificate of Completion
2012	<b>Orkestra - Instituto Vasco de Competitividad / Harvard Institute for Strategy and Competitiveness</b> Microeconomics of Competitiveness (MOC)
2012	<b>Coursera - University of Michigan</b> Social Network Analysis (Verified Certificate)

## ACKNOWLEDGEMENTS

2021	Deusto University - Bulletin of Economic Studies <b>Editorial Board</b>
2016	Doctoral Thesis Deusto Business School <b>Sobresaliente Cum Laude</b>
2013	TCI Network - The Competitiveness Institute <b>Best Rated Speaker from Workshop Sessions</b>
2012	15th Annual TCI Global Conference <i>Most Inspiring Presentation Award</i>
2010	Instituto Nacional para el Federalismo y Desarrollo Municipal <i>Premio Nacional al Desarrollo Municipal</i>
2009	Instituto Nacional para el Federalismo y Desarrollo Municipal <i>Premio Nacional al Desarrollo Municipal</i>
2009	Centro de Investigacion y Docencia Economicas, A.C. <i>Premio Gobierno y Gestion Local</i>
1999	State of the World Forum <i>Member of the Emerging Leaders Delegation</i>

## ORGANIZATIONS

2022 - Pres.	<b>U.S. Customs and Border Protection (CBP)</b> Commercial Customs Operations Advisory Committee's (COAC) Working Group on Cross-Border Recognition <i>Member</i>
2021 - Pres.	<b>Transportation Research Board (TRB)</b> Standing Committee International Trade and Transportation <i>Member</i>
2013 - Pres.	<b>Association of Borderland Studies</b> <i>Member</i>
2012 - Pres.	<b>TCI Network - The Competitiveness Institute</b> <i>Member</i>

## PRIVATE SECTOR EXPERIENCE

2007 - 2009	<b>Climas, Servicios y Ductos de</b>	<b>Co-Owner</b>
2001 - 2004	<b>Nuevo Laredo S.A. de C.V.</b>	Nuevo Laredo, MEXICO.
	I oversaw the business administration of a small family owned business.	

# DANIEL COVARRUBIAS PEÑA, PH.D.

DIRECTOR OF THE TEXAS CENTER FOR BORDER  
ECONOMIC AND ENTERPRISE DEVELOPMENT

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## RESEARCH INTERESTS

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Logistechs	●●●●●	Territorial Innovation Models	●●●●●
Economic Development	●●●●●	Cross-Border Cooperation	●●●●●
Socioeconomics	●●●●●	Competitiveness	●●●●●
Social Capital	●●●●●	Entrepreneurship	●●●●●
Social Innovation	●●●●●		

## COURSES TAUGHT

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### 2015

University: Deusto Business School

Program: Master in Competitiveness and Innovation

Module: Innovation and Competitiveness: Theory and Measurement

Classes: **Introduction to Cross-Border Cooperation, Competitiveness  
and Economic Development**

### 2014

University: Deusto Business School

Program: Master in Competitiveness and Innovation

Module: Innovation and Competitiveness: Theory and Measurement

Classes: **Introduction to Cross-Border Cooperation, Competitiveness  
and Economic Development**

### 2013

University: Deusto Business School

Program: Master in Competitiveness and Innovation

Module: Innovation and Competitiveness: Theory and Measurement

Classes: **- Introduction to Cross-Border Cooperation, Competitiveness  
and Economic Development**  
**- Socially Integrating Cross-Border Regions**

Module: Local Economic Development and Social Innovation

Classes: **Introduction to Local Economic Development and Social Innovation**