

Cuba's Industrial Future, October 9, 2013

Biographies for Workshop Speakers

Introduction



Pedro Roig is a Senior Research Associate at the Institute for Cuban and Cuban-American Studies (ICCAS), University of Miami with extensive experience as an educator, attorney and administrator, with a BA and MA degree from the University of Miami and a Juris Doctor degree from St. Thomas University. From 1991 to 1994, he served in the U.S. President's National Advisory Board on Education. From 2003 to 2010, Roig served in the federal government as Director of the Office of Cuba Broadcasting (OCB). In 2006, he was honored for his steady leadership with the Superior Accomplishment Award and in September 2010 with the Board of Governors Resolution (BBG) for his outstanding accomplishment fulfilling Radio and TV Marti's mission. Roig is the author of several books including *"The Death of a Dream: A History of Cuba"* and *"Marti: The Cuban Struggle for Freedom."* Presently, he teaches history courses at ICCAS, UM. He is frequently invited to local TV and radio programs to address political, educational and legal issues. He is an active member of the Florida Bar and a veteran of Brigade 2506.



Helena Solo-Gabriele serves as the President of the Association of Cuban Engineers, an organization whose slogan is "Hispanic and Cuban-American Engineers Working for a Better Future." The organization, founded in 1961, strives to address engineering related issues in Cuba's future, educational aspects of engineering and Cuban culture, and provide business networking opportunities. Dr. Solo-Gabriele is of Cuban-American heritage. She holds a BS and MS degree in Civil Engineering from the University of Miami and a Ph.D. in Civil and Environmental Engineering from the Massachusetts Institute of Technology. She works at the University of Miami as a Professor of Civil and Environmental Engineering, and as an Associate Dean for Research within the College of Engineering.



Father Fernando Heria is the Pastor at St. Brendan's Catholic Church, located in Miami. Born in 1950 in Cuba, he came to the U.S. with his family at age 11, graduated from Hialeah High School and served in the U.S. Army. He entered the seminary at age 40, after 13 years as a criminal defense attorney, and was ordained for the Archdiocese of Miami in 1996. He served as the President of St. Brendan's High School for two-three year terms from 2003 to 2009. In addition to his duties as pastor of St. Brendan's Catholic Church, he also currently serves as a judge in the Metropolitan Tribunal and pastor and supervising principal of St. Brendan Church and Elementary School.

Setting the Stage (Session 1)



Gonzalo J. Sanchez, P.E. to provide a message from Senator Marco Rubio

Gonzalo J. Sanchez graduated as electrical engineer at University of Havana in 1955. He worked for the Cuban Electric Company in Havana and then for Westinghouse Electric International Company in Cuba and New York. He then moved to Miami and worked for Florida Power and Light Co as the Substation Engineer and Construction Manager of the Ft. Myers Gas Turbine Plant, Assistant Manager of Distribution and Transmission Construction, Manager of the Little Havana Office, Manager of the Miami District. He retired in 1993 from FPL from the position of Manager of Corporate and External

Affairs in Dade County. Mr. Sanchez is one of the founding fathers of the Association of Cuban Engineers having served as President and member of the Board of Directors (presently Treasurer) for many years. Mr. Sanchez will be reading a letter written by Senator Marco Rubio. Senator Rubio served in the Florida House of Representatives from 2000 to 2008 and was elected to the U.S. Senate in 2010. His committee assignments currently include Commerce, Science and Transportation; Foreign Relations; Intelligence; and Small Business and Entrepreneurship.



Nicolás Gutiérrez, Jr.

Nicolás Gutiérrez is of Cuban-American heritage, born in Cost Rica of Cuban parents and raised in the U.S. After several years at some of this area's most prestigious law firms, Mr. Gutiérrez commenced his own law practice in 1997. Mr. Gutiérrez has concentrated his practice in providing legal counsel to international clients for inbound and outbound business transactions, with an emphasis on Latin America. He has extensive experience in corporate, governmental relations, confiscated property claims, international trade, financing and asset control regulatory matters. Mr. Gutiérrez has been a member of the U.S. Supreme Court Bar and received an "A-V" rating from Martindale Hubbell, which is the highest professional distinction obtainable by attorneys.

Nicolás Gutiérrez was appointed by Governor Jeb Bush to three consecutive terms on the Governing Board of the South Florida Water Management District. He served as Vice-Chairman for one term and as Chairman of the Board for two terms. Nicolás Gutiérrez currently serves as Chairman of the Florida Energy Forum. He is the President and a thirteen-term Director of the National Association of Sugar Mill Owners of Cuba, as well as served a member of the Cuba Legal Transition Committee of the Cuban-American Bar Association.

Nicolás Gutiérrez has been the recipient of the following distinguished recognitions in 2004-2012: (i) listed among the "Top Lawyers in South Florida", South Florida Legal Guide, 2006, 2007, 2008, 2009, 2010, 2011 and 2012 Annual Editions, in the specific fields of Corporate and Governmental Relations; (ii) listed among "Best Lawyers", LegalForce Media Publications, 2009 Edition; (iii) "The Achiever" Award, Miami Today (February, 2005), thereby being profiled in this publication's corresponding 2006 "Book of Leaders"; (iv) the "Heavy Hitters in Health Care" Award, South Florida Business Journal (February, 2005); (v) recipient of the "Young Hispanic Leadership Award", Union Planters Bank/Hispanic Heritage Council (2004); (vi) selected among the "Fifty Most Important Hispanics in Technology and Business", Hispanic Engineer & Information Technology, for both 2005 and 2006; and (vi) listed in the national Martindale-Hubbell Bar Register of Pre-Eminent Lawyers, 2006 through 2012.

Nicolás Gutiérrez received his B.A. degree in economics, politics and public affairs from the University of Miami and his Juris Doctor degree from Georgetown University Law Center.

Support Infrastructure (Session 2)



Jack Rose, MBA

Jack Rose is a Sr. Marketing Programs Manager at Ryder System, Inc. with over twenty five years of experience in the Electric Utility and Transportation sectors. As a Cuban-American born in Miami, he has spent his career in a variety of engineering disciplines. During his 15 year career at FPL (NextERA Energy), he had increasing areas of responsibilities including Service Planning, Demand Side Management conservation programs, renewable energy manager (Sunshine Energy Program), service planning and Storm restoration responsibilities during Hurricanes Andrew, Wilma and Katrina.

Jack also worked with the Agencia Nacional de Energía Eléctrica (ANEEL) promoting energy efficient technologies and demand side management programs in Brazil as part of the United States Aid for International Development (USAID) program. Over the last six years, Jack transitioned to the Transportation sector and was instrumental in launching Ryder's RydeSmart™, a GPS telematics solution for Ryder's Full Service Lease and Rental fleets. He currently works with the Marketing communications division in support of Ryder's demand generation and customer retention programs. Jack is a member of several professional organizations, a certified energy manager, holds a B.S. in Engineering Management from Nova Southeastern, and an M.B.A. from Florida International University. Jack was past president of the Association of Cuban Engineers, and currently serves as corporate advocate and board member for the Down Syndrome Association of Miami (DSAOM).



Manuel “Manolin” Cereijo, D. Sc., P.E.

Manuel Cereijo is originally from Cuba. He has over 38 years of academic experience as a Professor in Electrical and Computer Engineering, served as Associate Dean, Acting Chair, Acting Dean, for the College of Engineering at Florida International University. As Associate Dean, he assisted the Dean in establishing the College of Engineering and Applied Sciences including formulating and implementing administration and educational policies. The College had a budget over \$7 million, 1200 students, and 70 faculty members. He also served as the director of FEEDS Florida Engineering Education Delivery System. The program under his direction became a Primary Center. Manuel Cereijo also developed the Biomedical Research and Innovation Center, BRIC, in conjunction with the City of Miami. He initiated and developed the Hialeah Productivity Improvement Center, HPIC, in conjunction with the city of Hialeah, to study how to retain and create new manufacturing industries in South Florida.

Manuel Cereijo has over 18 years of industrial experience in design and development of engineering systems. Dr. Cereijo is presently Adjunct Faculty at the College of Engineering, University of Miami and has founded his own engineering consulting firm, Professional Advancement Corporation, where he serves as President. Dr. Cereijo has attended continuing education graduate courses at Western Electric Co. and Bell Labs Graduate Engineering School, in Telecommunication Systems, Control Systems, and Engineering Management offered at Princeton, N.J. and at other Corporate Education Centers. He holds D.Sc, MSEE, and BSEE degrees.

Manuel Cereijo has authored several books, research reports, monographs, and more than 700 articles. He holds three patents in the areas of manufacturing, telecommunications, and control systems. He has been selected to be in the National Hispanic Engineer Hall of Fame and has been nationally and internationally recognized by associations, engineering groups, and the United States Senate and Congress.

Manuel Cereijo has testified in Congressional Committees on topic areas that include the Nuclear Power Energy Development of Cuba, Bioengineering Centers, and Cyber facilities. He obtained the Lifetime award by HENAAC for educational achievements, the Hispanic Achievement Award for Science by the Hispanic Association of Colleges and Universities, and the College Level - Lifetime Achievement Award, given by the Hispanic Engineer National Association.

Manuel Cereijo is the editor and director of the comprehensive document, The Cuban Economy: Blueprint for Reconstruction. He has authored 8 monographs, chapters in books, and special reports related to Cuba, in areas that focus on Telecommunications, the Power Sector, as well as Cuba's facilities in Cybernetic and Biological Research Centers.



Joaquin “Jake” Perez, P.E.

Joaquin Perez has over 31 years of experience in Transportation and Structural Engineering projects, including Airports, Mass Transit and Highway Bridges. His experience includes structural design and construction of bridges, including concrete segmental bridges, prestressed beam bridges, and steel plate / box girder bridges. Mr. Perez is a principal and co-founder of Bolton Perez & Associates, a multi-discipline transportation engineering services

firm. As Director of Engineering, he serves as Project Manager and Chief Structural Engineer responsible for the firm's engineering projects.

Joaquin Perez is a registered professional engineer and also a certified general contractor in Florida. He is a member of the American Society of Civil Engineers and the Association of Cuban Engineers. He holds a BS in Civil Engineering from the University of Miami and an MS in Civil Engineering from Florida International University.



Andres Vazquez Ramirez

Andres Vazquez was born in Cuba and graduated from the Naval Academy, Mariel, Cuba, Class XIII October 1958, with a BS in Naval Sciences. He served as Ensign in the Cuban Navy until his resignation in May, 1960 where he then joined the Cuban Merchant Marines until his discharge with the rank of First Mate in November, 1960 for not being a sympathizer with the Revolutionary Government.

He migrated to the United States on Dec 3, 1960 and then became a member of the Marina de Guerra Brigade 2506 where he participated in support operations of the Bay of Pigs Landing. Andres joined the US Navy in 1965 as Ensign where he received intensive training in the Army Officers Candidate School in Fort Benning, Ga. and the Navy OCS in Newport, Rhode Island. He joined the Amphibious School in Norfolk, Va. as an instructor in Amphibious Operations, serving a total of 5 years, reaching the rank of Lieutenant.

He subsequently served as an instructor at the American Maritime Officer Training School, STAR Center, in Dania, Florida for 6 years, training merchant seamen, crews and officers of passenger ships in survival at sea, crowd control, search and rescue, marine pollution, first aid, social responsibility and quartermaster training. He also served as instructor at several Maritime Training Schools in Miami, training yacht owners and professional seamen in the STCW requirements as per the IMO regulations. He has also served as the First Mate Officer at Antillean Marine Shipping Company and was a Marine Surveyor for Panama. He holds the license of Captain. He has served as the Interim Captain of a 12,000 ton tanker, during late 2012 at the Port of Tampa.

He also serves as the webmaster for www.circulonaval.com which is dedicated to all seamen and sea professionals that navigate in the Caribbean Basin with emphasis on history and the present maritime and naval situation in Cuba.

Case Study of Specific Industries (Session 3)



Jose Ramon Mas, MBA

Mr. Jose Ramon Mas has been the Chief Executive Officer at MasTec, Inc., since April 2007. Mr. Mas serves as the Chief Executive officer and President of MasTec North America, Inc. Mr. Mas served as an Executive Vice President of Business Development of MasTec Inc., from August 2001 to March 2007 and served as its President from April 2007 to January 2010.

Mr. Jose Ramon Mas has several philanthropic responsibilities. He serves as a Director of the Mas Family Foundation, and an active supporter of various children's and religious charities. Mr. Mas is a Graduate of the University of Miami, where he obtained a Bachelor's of Business Administration and a Master of Business Administration.



Juan Martinez, Ph.D., P.E.

Juan Martinez is a 29 year foodservice and retail industries veteran. Juan is Principal and co-founder of Profitality®, an Industrial Engineering Consulting Company that helps multi-unit retail and foodservice brands optimize their investment to support brand growth by streamlining the use of capital and operating costs. Profitable Hospitality is the principle of simultaneously driving profits, along with customer service and hospitality, to impact brand growth. Profitality consultants help foodservice and retail concepts develop optimum concept designs that provide a competitive advantage in the marketplace, by using all the operating, capital investments and labor and facility resources more efficiently. Profitality applies principles of Industrial Engineering and Ergonomics, to develop "employee centric" designs that simplify operational execution, resulting in better customer service throughput, sales, profit and Return on Investment.

Juan is a licensed Professional Engineer, with a BS in Industrial and Systems Engineering from Georgia Tech, and a MS and PhD degree in Engineering Management and Ergonomics from the University of Miami. He is a member of several professional organizations, including Foodservice Consultants Society International (FCSI), where he is a Professional Member, as well as the Institute of Industrial Engineering (IIE). Juan frequently speaks at industry gatherings and has authored over 50 articles on the application of Industrial Engineering and Food Service Design which have been published in several periodicals, including The Industrial Engineering Journal (IIE), The Industrial Engineering National Conference (IIE), The Consultant (FCSI) and The Foodservice Equipment & Supplies web site (www.fesmag.com).



Julio Ramirez, MBA

Julio Ramirez career with Burger King Corporation (BKC) spans 26 years, under five different owners. Ramirez left the company in late 2010, following its acquisition by Brazilian equity firm, 3-G Capital. At BKC, Ramirez worked his way up in the corporation from an entry level marketing manager in 1984 to a senior executive in 16 years, including two terms as President of the Latin America/Mexico/Caribbean division as well as two years as senior executive of franchise operations and development in North America and Executive Vice President for Global Operations. Upon leaving Burger King in 2011, Julio founded JEM Global, Inc., a company that specializes in assisting start-up brands in franchising and developing new countries and the US. In his first major project, Julio set up 4 new franchise groups in key cities in Mexico & Colombia for "100 Montaditos", a Madrid based authentic Andalusian restaurant/brewery, which is expanding in the Americas.

Ramirez introduced the Burger King brand in over ten countries in Latin America, effectively establishing the supply chain, selecting outstanding franchisees, and building the team that established a leadership role in having more restaurants than McDonalds in 16 of 25 countries in the region. Ramirez is highly regarded for his ability to build franchise relations-having led BKC's field marketing across North America in 1993-1994, as part of BKC's successful "Back to Basics" campaign, attaining positive comparable sales for several years. In addition he effectively managed the North American operations between 2000 and 2002-managing over 1000 franchisees and leading several key working committees; ie Franchise Relations, Operations Technology and Restaurant Finance. Ramirez is a masterful team builder and developer of talent-as his Latin America squad became a pipeline for growing talent.

Prior to joining BKC in 1984, Ramirez worked for Xerox, Southern Bell Telephone and AT&T Information Systems in various marketing, sales and general management positions.

Ramirez graduated with a Bachelor of Arts degree in Economics from Georgia State University and holds an MBA from the University of Georgia. He has also completed the Advanced Management program from the Wharton School of Business at the University of Pennsylvania, where he was also guest lecturer on the subject of Latin American business.

He has been a Board Member of the Dade County United Way and member of the Alexis de Tocqueville Society since 1999, Mercy Hospital Foundation, founding member of the Burger King “Have it your Way” Foundation, and a Member of the prestigious Orange Bowl Committee. In 2010, Ramirez received the Georgia State University-Robinson Alumni “Global Business Award” and was recently named to the Georgia State University Foundation. Ramirez is also a guest lecturer on international business in the MBA program at the University of Miami.