

Diego de la Vega de León
44 years old
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PROFESSIONAL OBJECTIVE

Agricultural Engineer with a master's degree in Applied Economics, specialized in research and management of agricultural projects, focused on providing strategic solutions for the sustainability and competitiveness of the agro-industrial sector.

STUDIES

- A. **Master in Applied Economics, Finance and Business Administration (MAEB)**
Universidad del Valle de Guatemala in cooperation with Texas A&M University (2,008-2,009)
- B. **Multidisciplinary Master's Degree in Production and Use of Medicinal Plants (MUPLAM)**
University of San Carlos de Guatemala (2,021-2,022)
- C. **Bachelor's degree in Agricultural and Environmental Sciences, with a degree in Agricultural Engineering with a specialty in phytotechnics.** Rafael Landivar University (1,999-2,005) Active Collegiate No. 4,084
National Forest Registry: Forest Regent No. 2,805 and Forest Plan Maker No. 2,064

DIPLOMAS AND WORKSHOPS RECEIVED

- A. FAO Global Roadmap Inter-Agency Workshop: Contributing to the Development of the Action Plan for the Transformation of Guatemala's Agri-Food Systems. UVG, 2025
- B. Climate Change and its Effects on Agricultural Trade: ATraCSi Project, funded by USDA. UVG, 2024
- C. Horticulture Innovation Lab: USAID, UC DAVIS, ZAMORANO. UVG, 2024
- D. Methodology for Training I. Intecap, 2018
- E. Regional workshop of methodologists of competences of the redifp and experts in rainfed agriculture of the ASA-CRS water and soil for agriculture project. Intecap, 2018
- F. Seminar: The magic of customer service. Disney Institute, 2008
- G. Diploma in Specialty Coffee Export. Agexport, 2007
- H. Interpersonal Relationships, Leadership and Motivation. Dale Carnegie, 2006

LANGUAGES

- A. English Advanced
- B. French Beginner

WORK EXPERIENCE

1. **Researcher in Agricultural Economics. Universidad del Valle de Guatemala, Center for Agricultural and Food Studies** (May 2,024 to date). My work consists of evaluating markets, agricultural policies and economic sustainability in production systems. I use econometric tools to make economic projections and market analysis. In addition, I carry out an analysis of the social and economic impacts, focusing on improving the efficiency and competitiveness of agricultural systems. I am also actively involved in the design and writing of scientific articles and publications in the field of agricultural economics. Part of my responsibilities include teaching and mentoring agricultural economics research to students and professionals in the area.
 - 1.2 **Professor of Marketing of Tourism Services. Bridge Business School, Universidad del Valle de Guatemala, Campus Altiplano** (July 2025 to date). I facilitate practical and applied learning in marketing strategies focused on the tourism sector. I design interactive classes that combine theory and real cases, guiding students in the identification of consumer profiles, market analysis and the creation of differentiated tourism products.
2. **Climate-Smart Agriculture Consultant. Improving Economies for Stronger Communities (formerly International Executive Service Corps) – IESC-, project: Agricultural Trade and Climate Smart Innovation (ATraCSI)** (June 2025 – present). Strengthening of horticultural trade in Guatemala in avocados, peas, blackberries and mangoes, promoting digital solutions to improve productivity, meet international standards and increase agricultural resilience.
3. **Agricultural Consultant. Technical Institute of Training and Productivity -Intecap-, Technical Division, Central Region** (June 2017 – to date). As a competency methodologist, I am in charge of curriculum development and the validation of teaching manuals in areas such as agriculture, agribusiness and the environment. I work on the creation and monitoring of agro-industrial

certification projects in collaboration with private sectors, NGOs and international missions. In addition, I am responsible for the validation of documents in sectoral technical tables, contributing to the design of training strategies that meet the needs of the sector.

4. **Country Manager. TechnoServe, USDA MOCCA Program -Maximizing Opportunities in Coffee and Cocoa in the Americas-** (April 2,020 - June 2,023). I led training projects for 15,000 smallholder coffee farmers in various regions of Guatemala. I was responsible for curriculum development and training management on good agricultural practices, gender empowerment and access to finance. I also managed a team of 57 people, of which 50 were indirect and 7 direct. In addition, I implemented direct marketing strategies with strategic allies to improve market opportunities for coffee farmers.
5. **Finance and administration manager of a farm for the production and export of coffee, cattle, citrus fruits and pineapples. Finca El Trapichito, S.A.** (Sept 2,009 - Nov 2,015). I supervised 64 caballerias under extensive control and managed the personnel and financial planning of the estate. My work also included coordinating local sales and exporting agricultural products to El Salvador and Italy, which allowed me to develop skills in international trade and agricultural logistics.
6. **Agro-environmental consultant. CATIE, CIRAD, ANACAFE, Defensores de la Naturaleza, CafNet Project.** (Sept 2,009 – Apr 2,010). Characterization of the El Hato Sub-Basin, Sierra de las Minas Biosphere Reserve.
7. **Futures market trader, traffic manager, head of the production department, commercial assistant and taster assistant. E.C. Holdings - Sierra Azul, S.A. – Cofeco, S.A.** (Mar 2,007 - Jul 2,009). My work included coffee purchasing, building national coffee buying networks, sample analysis, and exporting to international markets such as Japan, Italy, the United States, Germany, and the Netherlands. In addition, I managed the purchase of equipment and the maintenance of the dry mill's machinery, and was responsible for the recruitment and management of personnel in the areas of local sales and export of gold coffee.
8. **Production and Export Manager at a rose and ornamental plant farm. Mayacrops, S.A.** (Jul 2,005 - Oct 2,006). I was responsible for the management of 21 hectares of greenhouses under intensive control. Oversaw production, personnel recruitment, and management, as well as crop planning and facility maintenance. In addition, I was in charge of local sales and the export of products to international markets such as the United States, England and Canada. Under my leadership, the farm reached a daily production of 25,000 rose stems, with indirect management by 125 people and 7 direct people.
9. **Technical coordinator of the small coffee growers project. Asociación Tercer Milenio, Bicafe, IllyCoffee.** (May 2,003 - Apr 2,004). My responsibility consisted of the identification of 25 groups of small coffee farmers in the mountainous area of Jalapa (Santa María Xalapán and San Carlos Alzatate), to whom I provided training in good agricultural practices, coffee plantation management and wet and dry processing. In addition, I coordinated the purchase of parchment coffee and managed its export to Italy, contributing to the improvement of the quality of the coffee produced in the region

PUBLICATIONS TECHNICAL MANUALS:

1. Entrepreneurship and basic administration of an auto mechanics workshop. Intecap, 2019.
2. Entrepreneurship and basic administration of a welding workshop. Intecap, 2019.
3. Climate-smart agriculture in cropping systems, Intecap, 2018.
4. Preparation and maintenance of vertical gardens. Intecap, 2018.
5. Production in family gardens with an agroecological approach. Intecap, 2018.
6. Production and maintenance of vegetables under controlled environments. Intecap, 2018.
7. Good agricultural practices in cardamom production. Intecap, 2018.
8. Production of citrus fruits for export. Intecap, 2018.
9. Avocado production for export. Intecap, 2018.
10. Production of mangoes for export. Intecap, 2018.
11. Post-harvest conservation of fruits and vegetables. Intecap, 2018.
12. Production and marketing of pineapples. Intecap, 2018.
13. Hydroponic production of vegetables for basic consumption. Intecap, 2017.
14. Installation, handling and procurement of beekeeping products. Intecap, 2017.
15. Good agricultural practices. Intecap, 2017.