



The Puerto Rico Chamber of Commerce and the
University of Miami School of Business Administration
present...

UNIVERSITY OF MIAMI
SCHOOL of BUSINESS
ADMINISTRATION



PUERTO RICO
Health & Insurance CONFERENCE 2011
"A New Economy in Health Care"



Mr. Mario González-Lafuente
Executive Director, Puerto Rico Tourism Company

Mario González-Lafuente's distinguished career in the private and public sector, includes more than a decade as part of the Tourism Company. Prior to joining the Tourism Company, Mario was part of the Metrovision Economic Development Partnership, where he worked to promote New Orleans and the River Region as an international business center. He also served on the Orleans Private Industry Council, where he worked on implementing federal employment and training programs for economically disadvantaged individuals.

Upon Mario's return to Puerto Rico, he joined the ranks of the Puerto Rico Tourism Company. For more than a decade he held various positions within the organization in areas such as marketing, public relations and promotion, maximizing Puerto Rico's exposure in the United States and developing policy for the cruise ship industry.

As Executive Director, Mario is at the helm of a public corporation with over 500 employees, and a budget of \$100 million and his efforts are representative of the Government of Puerto Rico's vision of developing legislation that promotes the tourism industry, the development of new hotel properties, the regulation of the gaming industry, and the development of marketing strategies geared towards placing Puerto Rico as the destination of choice in the Caribbean for the discerning traveler.

Mario's academic achievements include a BS in Psychology from Louisiana State University, a BS in Business Administration from the University of New Orleans, and an MA in International Management from the University of Maryland's Graduate School of Management and Technology.