

Claudia Orduno Kirkpatrick, Finance Director, Mexico, Badger Meter, Inc.

Claudia Orduno Kirkpatrick was born in the port of Guaymas, Mexico. She earned a bachelor's degree in accounting and an MBA from Sonora State University UNISON.

Orduno Kirkpatrick's parents Horacio and Luz provided a household filled with books inspiring her to excel in academia. From there, Orduno Kirkpatrick's free spirit took her to live in different cities and countries, and to finally reside where any country begins and ends: the border.

Orduno Kirkpatrick has been working in international business for the last 23 years. Currently, she is the Finance Director for Badger Meter, Inc., a multinational corporation dedicated to preserving natural resources through smart metering. Orduno Kirkpatrick actively works with INDEX, developing initiatives to facilitate fiscal compliance in her role as the State of Sonora Maquiladora Association Director for Fiscal and Legal Compliance.

Orduno Kirkpatrick's finance expertise, and her talent in motivating and developing productive organizations and business teams has established her as one of the high horsepower economic development engines at Mexico's northern border.

Orduno Kirkpatrick's earlier collaboration with the State of Arizona in promoting entrepreneurial spirit and providing business guidance to start ups, helped her to understand and develop a global business vision within Mexico and the United States.

Orduno Kirkpatrick has kept a close relationship with the arts, receiving several awards while performing in theater shortly after finishing college. She currently lives in Tubac, an artistic village with an abundance of entrepreneurial spirit.



Hector Placencia, Director and Co-Founder, BRH2 Plastics LLC

Hector Placencia and his partners launched BRH2 Plastics LLC (in Arizona) and BRH2 Plasticos S. de. R L (in Hermosillo) in Oct. 15, 2014. Placencia transitioned from the corporate executive world to entrepreneurial opportunity after leaving DirecTV in 2012. Placencia is also a partner in BUMBO USA, a line of baby products from South Africa sold globally throughout major retailers Walmart, Target, Amazon, etc.

Placencia's background has been mostly as a highly successful Marketing, Sales and Operations professional with many years of experience in US Hispanic and LatAm markets. He spent many years working in executive level positions for several Fortune companies such as Gateway Computers, Qwest Communications and DirecTV overseeing Hispanic/Multicultural Go-to-Market strategies and Business Development. Placencia also has a very robust background in "Big Box Retail" Costco/PC, Sam's Club and Best Buy which has been very helpful in all aspects of supply chain management.



Fernando Sandoval, Managing Partner/US Licensed Customs Broker, Martinez Group

25 years international business experience in the USA, Mexico, South America and Europe, working for The Coca-Cola Co., Kellogg's, Rubbermaid, BOC Healthcare, and Del Campo Supreme (produce grower-distributor). Managing partner: Martinez US Customs Brokers, Inc and BorderTec, Inc (import-export services). US Customs C-TPAT certification consulting & training.

US Licensed Customs Broker

Academic Credentials

BS in Marketing from the Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM-Campus Monterrey) and University of Wisconsin-Eau Claire

Master of International Management (MIM) from Thunderbird Graduate School of International Management

Work experience summary

International logistics, Maquiladora industry, US customs law, Import-Export

International sales and marketing in the USA, Latin America, and Europe

Managing Partner and InHouse US CHB, Nogales, Arizona-based Martinez US Customs Brokers, a one-stop full service provider of cross-border logistics solutions

C-TPAT Supply Chain Security program external consultant. Participation in 5 annual conferences, 2016 and 2019 workshops in Laredo and San Antonio, TX and US Dept of Commerce Bureau of Industry & Security

Former Co-Chair, Border Issues Committee - Arizona-Mexico Commission, and member of the CANAMEX and Nogales SENTRI lane bi-national workgroups

Consultant for foreign investment attraction-Government of the State of Sonora, Mexico, and US Dept. of Commerce Foreign Commercial Service border trade initiative

Academic Activity – Practitioner Guest faculty: University of Phoenix, Cochise and Pima community colleges, UVM and UNIDEP (Laureate International Universities)

Memberships: AIESEC, National Society of Hispanic MBAs, Thunderbird Alumni Association, Chamber of Commerce, fundraising committee 'Casa Hogar' shelter home, Nogales Rotary Club

Languages: English-Spanish, basic knowledge of Portuguese

