

# Lucinda Vargas

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## EDUCATION

**New Mexico State University**  
*Doctor of Economic Development*

**Las Cruces, New Mexico**

**The Pennsylvania State University**  
*M.A., Economics*

**University Park, Pennsylvania**

**The University of Texas at El Paso**  
*B.B.A., Economics*

**El Paso, Texas**

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## EXPERIENCE

**New Mexico State University**  
August 2022 — Present

**Las Cruces, New Mexico**

*College Professor of Economics*

*Associate Director, Center for Border Economic Development; Department of Economics*

January 2021— July 2022

*Postdoctoral Fellow, Center for Border Economic Development; Department of Economics*

- Charged with collaborating on the establishment and execution of a research agenda, in consultation with community stakeholders, that focuses on U.S.-Mexico border economic development issues.

August 2017—December 2020

*Visiting Assistant Professor, Economics*

- Charged with teaching the following courses: Principles of Macroeconomics; Principles of Microeconomics; Money and Banking; Developing Nations

January 2016—June 2017; January—May 2011

*Graduate Assistant and Instructor, Economics*

- Held this position while undertaking the Doctor of Economic Development Degree.
- Was charged with assisting professors in their research projects and with teaching various courses on Principles of Macroeconomics and Principles of Microeconomics.

January 1987—May 1988

*Lecturer, Economics*

- Was guest lecturer on Mexico's Economy and Latin American Economic Development

**VARGAS, P.C. / Vargas and Associates, LLC**

**El Paso and Canutillo, Texas**

September 2012—September 2015

*Project Director*

- As Project Director at VARGAS, P.C., was placed as the (part-time) Supervising Project Director of the **U.S. Section of the U.S.-Mexico Border Health Commission (BHC)**, Office of Global Affairs (OGA), U.S. Department of Health and Human Services (HHS)—an agency under contract with VARGAS, P.C.
- Supervised and monitored all ongoing activities at BHC and oversaw, through direct supervision of the BHC's Program Manager, the production of all BHC contract deliverables to ensure that each was prepared with the expected content, highest quality and was submitted by the OGA/HHS stipulated deadlines. Also served directly as (full-time) Interim Program Manager from June 2015 to September 2015.

**Plan Estratégico de Juárez, A.C.**

**Cd. Juárez, Chihuahua**

September 2001—March 2010

***Director/CEO***

- As the founding Director and Chief Executive Officer of the Juarez Strategic Plan Association, a private-sector-led, non-profit organization, was involved in the organization's inception and consolidation to fulfill its mission of formulating and implementing a comprehensive, long-term development strategy for Juárez, Chihuahua.
- Structured a strategic planning process for Juárez by applying a specific methodology of incorporating technical analysis as well as large-scale citizen participation which successfully resulted in the Juárez Strategic Plan—Plan Juárez ([www.planjuarez.org](http://www.planjuarez.org)).
- In the planning and implementation phases of Plan Juárez, engaged a large number of stakeholders from multiple sectors of the Juárez community and also reached out to key actors in the El Paso community.
- In facilitating the implementation of projects under the different strategic directions of Plan Juárez, was directly involved with initiatives such as *Juárez, Ciudad Internacional Competitiva*, launched by the city's private-sector economic development agency, Desarrollo Económico de Cd. Juárez, A.C.
- Organized a series of conferences showcasing internationally-renowned experts on the quality-of-life transformation of cities.

March 2010—Present

***Member, Board of Directors***

- As a current member of the organization's governing board, participate in the general oversight of the organization and its activities.
- Have also participated in specific task forces of projects such as *Así Estamos Juárez* ([www.asiestamosjuarez.org](http://www.asiestamosjuarez.org))—a system of key indicators developed for the city of Juárez.

**Federal Reserve Bank of Dallas**

**El Paso, Texas**

September 1993—August 2001

***Senior Economist***

- Established and structured the Economic Research Department at the El Paso Branch of the Federal Reserve Bank of Dallas.
- Conducted research, wrote articles and gave presentations on topics pertaining to the Mexican economy, the El Paso economy, NAFTA, U.S.-Mexico international trade, Mexico's maquiladora industry, and U.S.-Mexico border developments in general; presentations were delivered in English for U.S.-based audiences and in Spanish for Mexico-based audiences.
- Designed and launched *Business Frontier*, a publication covering topics pertaining to the U.S.-Mexico border regional economy; its circulation grew to more than 9,000 subscribers in the U.S. and Mexico.
- Wrote articles for *Business Frontier* and for other Dallas Fed publications such as *Southwest Economy*, *Economic Review*, *The Border Economy*, and *El Paso Economic Update*.
- Conducted research and analysis of El Paso business and economic conditions as reported by key local economic actors and stakeholders to incorporate in the Dallas Beige Book, a Dallas Fed publication used in the Federal Reserve's FOMC deliberations on monetary policy.
- Directed the organization of conferences held in El Paso which gathered internationally-renowned experts from the United States, Mexico and other countries, to discuss key economic topics relevant to the U.S.-Mexico bi-national border region.

**CIEMEX-WEFA**

**Bala Cynwyd, Pennsylvania**

(now part of **Global Insight/IHS Markit**  
formerly **Wharton Econometric Forecasting Associates**)  
January 1990—August 1993

***Senior Economist and Director of International Services***

- Conducted analysis and forecasts, wrote articles, and prepared reports on the Mexican economy and on Mexico's maquiladora industry
- Directed the company's maquiladora industry econometric forecast model and service which comprised producing three economic forecasts on the industry a year, publishing the forecast results and presenting them to the company's maquiladora forecast service clients which included key Fortune 500 companies with maquiladora investments in Mexico.
- Directly responsible for a six-fold increase in the company's maquiladora industry forecast service client base.
- Directed the products and services offered to U.S.-based corporate clients of the company's Mexican macroeconomic forecast.
- Delivered presentations on an ongoing basis, in English for U.S.-based audiences and in Spanish for Mexico-based audiences.

**Grupo Bermúdez Industrial Developers**

**Cd. Juárez, Chihuahua**

November 1985—June 1989

***Research Manager***

- Conducted and supervised research on Mexico's economy and its maquiladora industry.
- Prepared reports and gave presentations on these topics—in Spanish for company executives and in English for the company's clients and contacts who represented actual or potential investors in Mexico from different parts of the world, mainly the United States but also from Europe, Japan, South Korea.
- Directed the company's market research which focused on identifying the international target market for the company's industrial development promotion efforts.

**U.S. Department of the Treasury**

**Washington, D.C.**

July—August 1984

***Research Associate***

- Conducted research for the Treasury's State and Local Finance Department on alternative revenue-sharing formulas in the distribution of federal funds to cities; the basic criterion applied in the research was arriving at the most appropriate mix of efficiency and equity in the distribution of federal funds.
- Held this job while still a graduate student at Penn State University.

**Center for Inter-American and Border Studies,  
The University of Texas at El Paso**

**El Paso, Texas**

January —August 1982

***Research Associate***

- Supported the efforts of various professors at the university on ongoing research involving Mexico and other Latin American countries.
- Identified and secured key data and reference sources from Mexico and other Latin American countries, and established ongoing communication with key research contacts in these countries.
- Participated in various field research trips to Mexico.
- Reviewed and analyzed drafts of the different research pieces being produced by professors.
- Left to pursue a master's degree in economics at Penn State University upon receiving a Graduate School Fellowship award.

## Teaching/Lectureships

- **New Mexico State University** **Las Cruces, New Mexico**  
August 2022 — Present  
*College Professor of Economics*  
August 2017—July 2022  
*Visiting Assistant Professor, Economics*  
*Principles of Macroeconomics; Principles of Microeconomics; Money and Banking; Developing Nations*  
  
January 2016—June 2017; January—May 2011  
*Instructor: Principles of Macroeconomics; Principles of Microeconomics*  
  
January 1987—May 1988  
*Lecturer: Mexico's Economy, Latin American Economic Development*
  
- **El Paso Community College** **El Paso, Texas**  
August 2013—June 2017; May—June 2019  
*Adjunct Faculty: Principles of Economics (Macro and Micro)*
  
- **The University of Texas at El Paso** **El Paso, Texas**  
January 2012—May 2013  
*Lecturer: Economic Development; Principles of Economics (Macro and Micro)*  
  
January 1986—May 1987  
*Lecturer: Principles of Microeconomics*
  
- **University of Phoenix** **El Paso, Texas**  
November—December 2013  
*Adjunct Faculty: Principles of Microeconomics*
  
- **Park University** **Fort Bliss, Texas**  
June—July 2012  
*Adjunct Faculty: Quantitative Research Methods*
  
- **Universidad Autónoma de Ciudad Juárez** **Cd. Juárez, Chihuahua**  
March—July 1989  
*Lecturer: International Trade*
  
- **Instituto Tecnológico de Ciudad Juárez** **Cd. Juárez, Chihuahua**  
August—December 1988  
*Lecturer: International Trade*
  
- **Instituto Tecnológico y de Estudios Superiores de Monterrey** **Cd. Juárez, Chihuahua**  
January—June 1985  
*Instructor: Mexico's Socioeconomic Situation*

## COMMUNITY INVOLVEMENT

### Current Activities

- **American Red Cross**; El Paso, Texas  
*Volunteer, International Services, Restoring Family Links Program*
- **Plan Estratégico de Juárez, A.C.**; Cd. Juárez, Chihuahua  
*Member, Board of Directors*
- **Orquestando el Tejido Social a Través de la Música en Juárez**; Ciudad Juárez, Chihuahua  
*Member, Advisory Board*

### Past Activities

- The University of Texas at El Paso, Centennial Commission; El Paso, Texas  
*Chair, Committee on U.S.-Mexico and International Programs*
- Texas A&M Center for International Business Studies; College Station, Texas  
*Member, Advisory Council*
- Woodrow Wilson International Center for Scholars, Mexico Institute, Washington, D.C.;  
*Member, Selection Committee, U.S.-Mexico Cross-Border Cooperation and Innovation Award, 2011 and 2012 editions*
- Bi-National Sustainability Lab, Santa Teresa, New Mexico; *Member, Board of Directors*
- State National Bank (now BBVA Compass Bank), El Paso, Texas; *Member, Board of Directors*
- El Paso Museum of Art, El Paso, Texas; *Member, Advisory Board*
- Las Palmas Medical Center, El Paso, Texas; *Member, Board of Directors*
- YWCA, El Paso, Texas; *Member, Board of Directors*
- Paso del Norte Health Foundation, El Paso, Texas; *Member, Board of Directors*
- UT-El Paso's College of Business Alumni Association, El Paso, Texas;  
*Founding Member, Board of Directors*
- Comprehensive Plan for the City of El Paso, El Paso, Texas; *Member, Advisory Board*
- Border Research Institute, New Mexico State University, Las Cruces, New Mexico;  
*Member, Advisory Board*

## PROFESSIONAL MEMBERSHIPS

- Association of Borderland Studies
- American Society of Hispanic Economists