



JORGE ARMANDO ANDRADE SERAFÍN


**UNDERSECRETARY OF
INVESTMENT AND
DEVELOPMENT**

SECRETARY OF ECONOMIC
DEVELOPMENT, SCIENCE AND
TECHNOLOGY



**GOBIERNO DEL ESTADO
DE AGUASCALIENTES**



CURRICULUM PROFILE

Jorge Andrade holds a Bachelor's Degree in Marketing from the Autonomous University of Aguascalientes. He also earned a Diploma in Finance and a Master's Degree in Business Administration from Tecnológico de Monterrey, where he currently serves as a professor and consultant. In addition, he teaches at the National Autonomous University of Mexico.

He has extensive experience in international marketing, digital marketing, and business strategy, as well as a strong background in training and consulting for universities, organizations, and business chambers, having collaborated with more than 3,000 national and international companies.

In the public sector, he served as Director of Marketing and Communications at the Ministry of Tourism of the Government of the State of Aguascalientes, as well as General Coordinator of the Festival de las Calaveras.

In 2022, he joined the Ministry of Economic Development, Science and Technology (SEDECYT) as Director General for Investment Attraction, and since February 1, 2024, he has served as Undersecretary of Investment and Development within the same agency.