



**Juan Velasco, MBA**  
**Founder & Managing Director**  
**HOFS Consulting, LLC**

Juan N. Velasco is the founder and managing director of HOFS Consulting, LLC, which he launched ten years ago to offer specialized business services focused on Supply Chain Management, Engineering, Information Systems, and Leadership. The firm's large capital projects have included partnering with engineering, procurement, and construction (EPC) companies and major national oil companies (NOCs) located in Latin America.

Starting his career in 1988, Juan worked extensively in the Engineering and Supply Chain Management space, gaining international project experience in Mexico, South America, and Europe. He has held numerous leadership positions across the Energy / Oil & Gas, Information Technology, Telecommunications, and Aviation industries, where he led high-performing teams and managed high-profile projects. For example, Juan led a consortium of companies as Project Director at IHI E&C International Co., supervising the EPC contractor on behalf of an oil and gas company during the FEED phase of a large project. This involved revamping a refinery located in Salina Cruz, Oaxaca in Mexico, aiming to reduce the content of sulfur in diesel products, a chemical that is highly pollutant of the environment. He also worked as Senior Contracts Manager for Technip USA on a large project in South America, and Vice President of Commercial Development for Houston-based Integrated Trade Systems, Inc. (ITS), an affiliate of PEMEX.

Juan has continuously reinvented himself, with a recently earned MBA from the Michael G. Foster School of Business at the University of Washington in Seattle. He also holds a B.S. degree in Mechanical / Electrical Engineering from the University of Mexico (UNAM), with a minor in Industrial Engineering. Other training includes Developing an Internet Business Strategy and Reinventing Your Business Strategy, both at Massachusetts Institute of Technology (MIT) Sloan School of Management.

Juan's ongoing entrepreneurial spirit inspired him to add innovative technologies to his offerings over the years. His newest passion for "going green" helps oil and gas companies, and other industries, to transition towards more sustainable, greener energy systems. To this end, he has adopted cutting-edge, drone-mounted flying laboratories designed to analyze and eliminate air pollution, addressing industrial hydrocarbon emissions in particular. True to his commitment to "help others find solutions," Juan engineers the most appropriate digital technology solutions, including air-quality monitoring equipment and emerging techniques, for customers to start reducing their carbon footprint now. Ultimately, he is working towards a clean-air future for generations to come. In preparation, Juan expanded his knowledge base with in-depth, specialized technology training in artificial intelligence (AI), the internet of things (IoT), augmented reality (AR), and machine learning (ML). He was also trained to obtain his Remote Pilot certification for operating a small Unmanned Aircraft System (sUAS) from the FAA.

Juan's leadership skills in building client relationships, promoting sales and marketing, forging complex commercial negotiations, overseeing operations, and project management will bring this new goal of ecological sustainability to fruition. Add to this his knowledge of the ISO Quality Systems Certification process and Lean Six Sigma methodology.

Juan is an active member of the Institute of Industrial and Systems Engineers (IISE), American Society for Quality (ASQ), Project Management Institute (PMI), Academy of Model Aeronautics (AMA), and an Associate member of Houston DEC (District Export Council). He is also a member of the Foster School of Business Alumni Network and the Society of Alumni of the Faculty of Engineers of UNAM.

**A detailed resume is available upon request.**