



The Partnership welcomes Horacio Licon as Vice President of International Investment and Trade

After a comprehensive search process, the Greater Houston Partnership is pleased to welcome Horacio Licon as Vice President of International Investment and Trade.

“Horacio is a great fit for the Partnership and the region,” said Bob Pertierra, Partnership Chief Economic Development Officer. Licon has worked extensively with the United Kingdom, Houston’s largest source of foreign direct investment, Mexico, the region’s largest trading partner and energy, the largest industry. “We are excited to have him join the team,” Pertierra added.

Licon joins the Partnership from Mexico’s national oil company, PEMEX, where he was responsible for supplier research and analysis in its Houston international procurement office. In that role, he assisted many Houston-based firms with innovative technologies for the oil and gas industry to enter the Mexican market.

Licon's 15-year international economic development career started with the City of San Antonio, Texas in their Monterrey office in 1999. He then worked as trade officer for TradePartners UK before moving to Mexico City as Deputy Head of Trade and Investment for the British Embassy. He came to Houston in 2009 as Energy Sector Lead for UK Trade and Investment. He later served as Head of Trade and Investment for the British Consulate General, where he was responsible for attracting investment and promoting British companies in the states of Texas, Louisiana, Arkansas and Oklahoma.

Horacio holds a Bachelor’s of Science in Industrial and Systems Engineering from Tecnológico de Monterrey, and speaks fluent Spanish, English and French.