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Mr. Noyola is a founding partner of SAI (specialized consulting), the NAFTA Fund of Mexico (private equity) and Aklara (auction design and execution). At SAI, he specializes in matters of trade, competition, corporate governance and financial and operational restructuring. At the NAFTA Fund, he serves as principal. At Aklara, he designs structured and transparent market contests, including government procurement events, and oversees the operations of the firm. He is a former Undersecretary of Trade and Foreign Investment and Undersecretary of Finance of Mexico. He represented Mexico in various trade negotiations, including NAFTA and OECD accession.

Mr. Noyola obtained his BS in civil engineering at the Instituto Tecnológico y de Estudios Superiores de Monterrey, where he graduated with honors. He received his Masters in economics and PhD in engineering and operations research at Stanford University, where he was an OAS and Fulbright Scholar. He received Second Prize of Economics (Banamex 1986) and was inducted to Mexico's Academy of Engineering in 1997. He has published various articles and papers in professional and academic journals.