

# FOIA Marker

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## Presidential Personnel, White House Office of

Clark, David

Stack:	Row:	Sect.:	Shelf:	Pos.:	FRC ID:	Location or Hollinger ID:	NARA Number:	OA Number:
W	13	6	1	3	6972	19907	9513	9602

Folder Title:

Cruz, Heidi

# Withdrawn/Redacted Material

## The George W. Bush Library

DOCUMENT NO.	FORM	SUBJECT/TITLE	PAGES	DATE	RESTRICTION(S)
001	Form	[Form]	1	04/11/2003	P6/b6;
002	Resume	Heidi Suzanne Cruz [page 1]	1	N.D.	P6/b6;

**COLLECTION TITLE:**

Presidential Personnel, White House Office of

**SERIES:**

Clark, David

**FOLDER TITLE:**

Cruz, Heidi

**FRC ID:**

6972

**RESTRICTION CODES**

Presidential Records Act - [44 U.S.C. 2204(a)]

- P1 National Security Classified Information [(a)(1) of the PRA]
- P2 Relating to the appointment to Federal office [(a)(2) of the PRA]
- P3 Release would violate a Federal statute [(a)(3) of the PRA]
- P4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
- P5 Release would disclose confidential advise between the President and his advisors, or between such advisors [(a)(5) of the PRA]
- P6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

PRM. Personal record misfile defined in accordance with 44 U.S.C. 2201(3).

**Deed of Gift Restrictions**

- A. Closed by Executive Order 13526 governing access to national security information.
- B. Closed by statute or by the agency which originated the document.
- C. Closed in accordance with restrictions contained in donor's deed of gift.

Freedom of Information Act - [5 U.S.C. 552(b)]

- b(1) National security classified information [(b)(1) of the FOIA]
- b(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
- b(3) Release would violate a Federal statute [(b)(3) of the FOIA]
- b(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
- b(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
- b(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
- b(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
- b(9) Release would disclose geological or geophysical information concerning wells [(b)(9) of the FOIA]

**Records Not Subject to FOIA**

**Court Sealed** - The document is withheld under a court seal and is not subject to the Freedom of Information Act.

DAS, Investment and Trade Policy, Intl. Affairs  
Treasury

GBS 4/1/03

PPO A.D. LW DATE RECEIVED BY OPA: 4/2/03 DATE DUE TO PPO: \_\_\_\_\_ POTUS Mtg. Date (if applicable) \_\_\_\_\_

NAME: Heidi Cruz

HOME/VOTING ADDRESS: (b)(6)

POTENTIAL AGENCY/POSITION: DAS, Investment & Trade Policy, Treasury

PAS  PA  SES  SKC  B/C  PERMANENT  TEMPORARY

REC 1: Bob Zoellick POSITION OF REC 1: USTR

REC 2: Josh Bolton POSITION OF REC 2: \_\_\_\_\_

**POLITICAL CHECK:** \_\_\_\_\_

NA VOTE CHECK

Notes  
\_\_\_\_\_

W FEC

\_\_\_\_\_

CONFIRM RECOMMENDER

\_\_\_\_\_

B/C STATE LEADERSHIP

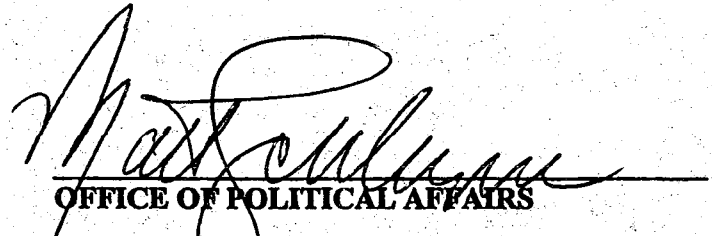
Talked to: \_\_\_\_\_  
Notes: \_\_\_\_\_

Position: \_\_\_\_\_ Approve (Y/N): \_\_\_\_\_

Talked to: \_\_\_\_\_  
Notes: \_\_\_\_\_

Position: \_\_\_\_\_ Approve (Y/N): \_\_\_\_\_

APPROVE  DENY

  
OFFICE OF POLITICAL AFFAIRS

W  
RANK

4/11/03  
DATE

1 - Known to OPA  
2 - Unknown to OPA - full political check completed  
3 - Unknown to OPA - abbreviated political check  
4 - unknown to OPA - no political check completed because \_\_\_\_\_

Name, Last	First	Middle	Title	Occupation
CRUZ	HEIDI	S.		Policy Advisor

Position Sought	Position	Firm / Agency
DAS, Investment and Trade Policy, International Affairs, DTR	Senior Advisor and Director September 2002 – Present	Office of Latin America and the Caribbean, U.S. Treasury Department

Notables
<ul style="list-style-type: none"> <li>- <b>In 2002, <i>The Washington Post</i> Published A Report, In Which Cruz Was Cited, On Family Members Getting Administration Jobs As A Result Of Other Family Members' Employment With The Administration.</b> According to the report: "The Bush administration bloodlines begin at the top and flow through the rank and file. Secretary of State Colin L. Powell is the father of Michael Powell, chairman of the Federal Communications Commission. The director of the Federal Trade Commission's office of policy planning, Ted Cruz, is married to a senior official in the U.S. Trade Representative's office, Heidi Cruz. 'It's a little bit like having adjoining booths at the county fair,' she says."</li> <li>- <b>In 2001, <i>The New York Times</i> Featured Heidi And Her Husband In An Article Which Discussed Romances Borne From The 2000 Presidential Campaign Trail.</b></li> <li>- <b>Cruz Contributed To President George W. Bush.</b></li> </ul>

Flags
<ul style="list-style-type: none"> <li>- No flags found.</li> </ul>

Contributor	Occupation	Date	Amount	Recipient
NELSON, HEIDI S MRS CAMBRIDGE, MA 02139	HARVARD BUSINESS SCHOOL/MBA STUDENT	11/16/1999	\$250	Bush, George W

**HEIDI SUZANNE CRUZ**

(b)(6)

202.622.0763 (w) (b)(6) (h)

[heidi.cruz@do.treas.gov](mailto:heidi.cruz@do.treas.gov)

- Education**
- 1998 – 2000 **HARVARD UNIVERSITY SCHOOL OF BUSINESS ADMINISTRATION** BOSTON, MA  
Masters in Business Administration, 2000.
- Research Associate for Professor Kenneth Froot, Director of Research for Harvard Business School. Performed market research on economic factors impacting various asset classes; compared aggregate indicators to empirical data.
  - Member of Social Enterprise Club, International Development Club, and Ibero-Americana Club.
- 1994 – 1995 **UNIVERSITE LIBRE DE BRUXELLES, SOLVAY SCHOOL** BRUSSELS, BELGIUM  
Masters of European Business, *with Honors*, 1995.
- Rotary International Ambassadorial Scholar.
- 1990 – 1994 **CLAREMONT MCKENNA COLLEGE** CLAREMONT, CA  
Bachelors of Arts in Economics and International Relations, *magna cum laude*, 1994.
- Phi Beta Kappa.
  - Economics Faculty honors for Best Senior Thesis in Economics: *Exchange Rate Policies in Emerging Market Economies*.
  - Lowe Institute of Political Economy Scholar.
  - President, Claremont McKenna College Republicans; California Youth Delegate, 1992 Republican National Convention, Houston, TX.
- Experience**
- Sept 2002 – Present **UNITED STATES TREASURY DEPARTMENT** WASHINGTON, DC  
**INTERNATIONAL AFFAIRS**
- Senior Advisor to Undersecretary John B. Taylor and  
Director of the Office of Latin America and the Caribbean**
- Lead team of eight macro-economists responsible for U.S. government economic policy recommendations toward Latin America and the Caribbean.
- Advise Undersecretary Taylor on Latin American Economic Policy:***
- Responsible for analyzing the economic conditions of individual countries throughout the region, assessing monetary and fiscal policies for each, modeling debt sustainability, and advising Undersecretary Taylor on optimum U.S. response to regional developments.
  - Assist the Undersecretary in advising Secretary Snow, the White House, and other key U.S. decision makers on regional crises; responsible for formulating and implementing U.S. policy responses.
  - Formed and guided a small working group on Uruguay to assess their debt profile and guided the creation of a model of their debt sustainability. Assessed financial market structures.
  - Formed a working group on Haiti to assess macroeconomic targets, opportunities for humanitarian assistance, and strategy for reengagement with the international financial institutions.
  - Helped develop an Administration-wide Western Hemisphere Strategy.
  - Lead efforts to develop initiatives for Latin America on small business financing and trade finance.
- Responsible for recommendations to the International Financial Institutions:***
- Latin America group is responsible for advising U.S. representatives at the international financial institutions on how the U.S. government should vote on country programs and loans affecting the region.
  - Critical recent developments involved Argentina, Brazil, Uruguay, Bolivia, Ecuador, Haiti and others.
- Integrally involved in conveying to countries in the region U.S. policy on macroeconomic issues:***
- Meet regularly with the Finance Ministries and Central Banks of countries in the region.

- Designed the agenda for a Spring 2003 meeting of Central American Finance Ministers with Secretary Snow, focused on highlighting structural reforms to foster growth and investment.
- Contributed to the formation of a U.S.-Brazil Summit, working on the formation of a broad economic growth agenda.
- Responsible for coordinating U.S. Treasury involvement in the Partnership for Prosperity presidential initiative with Mexico.

Feb 2001-  
Sept 2002

**UNITED STATES TRADE REPRESENTATIVE  
EXECUTIVE OFFICE OF THE PRESIDENT**

WASHINGTON, DC

**Special Assistant to Ambassador Robert B. Zoellick**

- Responsible for all policy briefings to the Ambassador; attended meetings with the Ambassador on wide range of key trade agenda areas.
- Participated in regular teleconferences with senior economists at leading investment banks and advised the Ambassador on macroeconomic developments.
- Responsible for policy preparation for congressional testimony; managed staff responsible for publication of all statutorily mandated trade policy reports to the Congress.
- Oversaw interagency process.
- Developed small business trade policy strategy.
- Helped manage staff to implement the Ambassador's agenda on trade agreements around the world, including Singapore, Chile, Latin America (CAFTA, FTAA).
- Part of team that launched the new WTO round of trade talks.

January 2001

**BUSH - CHENEY TRANSITION TEAM**

WASHINGTON, DC

**Member of U.S. Department of the Treasury Transition Policy Team**

- Helped brief Secretary O'Neill for confirmation hearings.
- Helped assess policy challenges at the Department of Treasury and outline initial considerations for U.S. currency policy.

January-  
November  
2000

**BUSH - CHENEY 2000**

AUSTIN, TX

**Member of Campaign Economic Policy Team**

- Prepared quantitative analyses of campaign tax plan and developed cross-comparisons with Vice President Gore's tax proposals.
- Responsible for quantifying tax policy for political events around the country.
- Participated in ongoing strategy discussions with senior economic policy advisors.
- Assessed impact of pension reform proposals and prepared pension reform recommendations.
- Principal author of *W Stands for Women*, campaign book outlining policy issues of particular relevance to women.
- Responsible for quantitative analysis during Florida presidential recount; worked with political team and statisticians to develop county-by-county strategy.

Summer  
1999

**BANCBOSTON ROBERTSON STEPHENS & CO.**

SAN FRANCISCO, CA

**Corporate Finance Senior Associate, eCommerce Services Group**

- Helped develop IPO valuation models, positioned strategy and risks for investors, participated in financial and management due diligence, and helped prepare roadshow presentation.
- Led process for lead managed initial public offering and participated in co-managed secondary

offering.

- Developed business plan for new industry group; analyzed sector performance and published first quarterly newsletter to investors for eCommerce group; presented IPO process to pre-IPO client.

Summer  
1998

**UNITED STATES SENATE**

WASHINGTON, DC

**Assistant Economic Advisor to then-Senator John D. Ashcroft**

- Helped research, design, and negotiate economic policy.
- Recommended changes in marginal tax rates, national debt paydown schedule, budget surplus, and government spending.
- Quantified recommendations to determine what was economically feasible yet politically saleable.
- Conducted focus meetings with other Senate staff and key lobbyists to develop consensus on the plan.

1995 – 1998

**J.P. MORGAN AND CO., INC.**

NEW YORK, NY

**Investment Banking, Associate**

- Developed valuation analyses, performed due diligence, prepared offering memoranda, and analyzed strategic issues for companies in various industries.

***Latin America Mergers and Acquisitions***

- *Venezuelan consumer products advisory*: advised on expansion strategy in Latin America.
- *Mexican privatization*: advised Mexican government on privatization strategy for state-owned petrochemical plants.
- *Advisory for U.S. multinational*: built model of stock merger, advised on international strategy.

***Cross-Border Structured Finance***

- *Argentine forward asset sale*: led the execution of a \$400m forward sale of oil for largest company in Argentina; participated in negotiations to obtain a rating on the bonds.
- *Brazilian forward asset sale*: wrote sell book to investors; helped build cashflow model for \$200m.
- *South African private placement*: sold \$400m of privately placed debt to institutional investors.

Summer  
1992

**UNITED STATES HOUSE OF REPRESENTATIVES**

WASHINGTON, DC

**Intern to then-Republican Conference Chair Rep. Jerry Lewis**

- Helped organize weekly conference agendas; assisted with constituent correspondence and other office matters.

**Publications**

- Book chapter in "*Exchange Rate Policies for Emerging Market Economies*" (with Richard Burdekin and Thomas Willett), Westview Press, 1999.
- *American International Group*, Harvard Business School case for Capital Markets (with Kenneth Froot), 2000.

**Personal**

Conversant in Spanish, French. Classically trained pianist. Completed Paris Marathon.