



URBAN RAIL CONSULTING & STRATEGY INC.



Francisco created Urban Rail Consulting & Strategy Inc., with the primarily objective to support companies in the pursuit and capture of urban rail projects. It comprises a multi-country network of professionals with broad experience in the mass transit / rail transportation segment. Our aim is to provide international market assessment and strategic vision to identify profitable opportunities, definition of strategic partnerships, development and implementation of capture plans, in-depth competitive intelligence, development of target / selling price and support during bid preparation, bid submission and contract negotiations.

FRANCISCO GARCIA-RUVALCABA

Senior Partner

Born in Mexico City, Francisco is a highly motivated executive with over 35-year mass transit experience in technical, commercial, and strategy matters. Natural leader, empowering, mentoring, and developing high-performance teams. Adaptive communicator, engaging effectively across all levels of organization, from board-level discussions to shop floor dialogue. Possess reliable worldwide network, built on deep understanding of the international urban rail sector.

EDUCATION

- BSc Mechanical Engineering, National Polytechnic Institute - University of Mexico
- MBA for Bombardier - Joseph M. Katz School of Business - University of Pittsburgh
- Languages: Spanish, English, Portuguese

EXPERIENCE

- Turnkey Rail Systems: Including rolling stock, signaling and other electro-mechanical systems for metro, monorail, suburban and light rail applications (Bombardier Transportation).
- Urban Rail Signaling: advanced CBTC-based signaling for Metro, light rail, monorail, and people mover applications (Thales Canada Transportation Solutions).

CORE SPECIALTIES

- Marketing and Sales: Market and opportunity assessment, business development, communications, channel management, technical sales.
 - Commercial Leadership: Strategic Partnerships, competitive assessment, capture plan development and execution and contract negotiations.
 - Strategic Planning: Mergers and acquisitions (M&A), innovation and continuous improvement. Change Management and Six Sigma.
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