



PHARR INTERNATIONAL BRIDGE BOARD MEMBER BIO

Jose Roberto Garza
BOARD MEMBER



Jose Roberto Garza is a Computer Systems Engineer who serves as a valued Board Member, where he focuses on promoting international trade and commerce for the City of Pharr. He plays a crucial role in advising the City Council on matters related to bridge facilities and international trade, leveraging his extensive expertise in foreign trade, logistics, and compliance.

With a career spanning over two decades, Jose's professional journey includes key roles in the maquiladora and logistics industries. He began his career at Maquila Trades and Forwarding (2002-2007) and then transitioned to Maquila Automotive Services and Logistics, where he has held various positions in IT, logistics, and operations management. As of 2024, he serves as the Operations Manager, overseeing critical operations and driving efficiency within the organization.

One of Jose's notable accomplishments is the successful implementation of EDI logistics systems and the integration of ERP systems for purchase order validation. He has also developed advanced processes with corporate centers of excellence and implemented correlation systems for Sixth and Seventh Amendment tariff fractions.

Jose holds a degree from the Universidad Valle del Bravo, where he studied from 2001 to 2004. He has furthered his education with a Masters in Top Management and Logistics Operation from IUCAAAREM and has earned a certification in Negotiation and Conflict Management from Tecnológico de Monterrey. His key areas of expertise include foreign trade, IMMEX compliance, and ISPM 15 regulations.

A frequent speaker on trade and logistics topics, Jose has contributed to forums such as the PITA implementation forum and the Pharr Bridge forums. His deep knowledge of the maquiladora sector and his passion for advancing trade make him a vital part of the board's mission.

In his personal life, Jose enjoys boxing, MMA, and arm wrestling. He is guided by the philosophy of self-awareness and personal strength, inspired by the Lao Tzu quote: "He who knows others is intelligent. He who knows himself has insight. He who conquers others has strength; he who conquers himself is truly powerful."