

## AMY CAMACHO

For nearly 30 years, Amy Camacho previously served as Director General of Africam Safari, a wildlife park and conservation center considered one of the best and most respected zoological institutions in the world. Under her leadership, and with a dedicated team of over 500 professionals, Africam Safari has achieved many notable accomplishments:



- The first zoo in Latin America accredited by the Association of Zoos and Aquariums (AZA).
- Received the "National Conservation Award" granted by the Board of Flora and Fauna of Mexico.
- Named as "The Company Most Committed to Recognition of Biodiversity", given by the municipal government of Puebla.
- Received the "Award for Conservation in Mexico" by the SEMARNAT (Secretariat of Environment and Natural Resources) the highest authority of Wildlife in Mexico.
- Designated by the Autonomous University of Mexico as a formal "academic sub-site".

Throughout her career in the corporate world, Amy has been a strong promoter of the principles of fairness and equal opportunity for all. In keeping with these ideals, Africam Safari was among the first companies in Mexico to obtain certifications for "gender equity", "inclusive company" and "family-friendly company", granted by the Mexican Federal Government.

To complement the on-site work of Africam Safari, Amy Camacho has facilitated, participated and supported more than 20 *in-situ* conservation projects in the areas of conservation education, habitat protection, restoration, rescue and rehabilitation of wild stocks, health monitoring of sentinel species and conservation of species such as jaguar, Mexican wolf, and Peninsular pronghorn in northern Mexico, pinnipeds in the Galapagos Islands and Baja California, tapirs, manatees, butterflies in Quintana Roo endemic cacti, oaks and orchids in Puebla, brown pelicans in the Sea of Cortez, flamingos in the Yucatan Peninsula, to name a few.

Amy founded and served as President for two terms both the Mexican Association of Zoos and Aquariums (AZCARM) and the Latin-American Association of Zoological Parks and Aquariums (ALPZA). She is currently Director of Conservation for AZCARM and belongs to the Ethics and Accreditation Committees ALPZA.

In 1997, Camacho founded the Mexican Regional Network of the Conservation Breeding Specialist Group Conservation of the IUCN to lead the conservation assessment and planning activities related to Mexican endangered species recovery. Since then, Amy has collaborated and facilitated the development of dozens of action plans for conservation not only in Mexico but in many other countries, including Malaysia, Korea, Colombia, USA, Canada, Argentina, Panama and Chile.

To further support the growing conservation community in Latin America, Camacho helped to develop a dedicated training center for professionals in zoos and conservation. Over 600 participants from more than 20 countries have attended seminars, courses, workshops and forums at this center in the past 10 years.

In addition to her work with wildlife conservation issues, Camacho founded Citizens for Valsequillo, an organization that promotes the social, economic and environmental development of the Valsequillo region of Puebla, Mexico. Working with a broad community of public and private partners, this effort has evolved into the V3 Project, an effort to create the first Eco-City Development in Latin America.

Amy Camacho serves on numerous Boards and Advisory Councils including:

- The University of the Americas (the most prestigious university in Mexico)
- Naturalia (Conservation NGO)
- Technical Advisory Council for the Conservation and Sustainable Use of Wildlife – SEMARNAT
- Strategic Committee of the Conservation Breeding Specialist Group (IUCN)

Among the many awards that Amy has received, she has been named:

- "Entrepreneur of the Year - 2007" presented by the Mexican Chamber of Commerce
- "Business Achievement Award 2008" awarded by the State Government of Puebla
- "Ten Most Influential Women in Mexico", named by "Expansion" magazine

Earlier this year Ms. Camacho was appointed to her current position of Secretary of Environmental Sustainability and Territorial Planning (SSAOT) of the State of Puebla, Mexico, bringing together two long-standing government ministries (Environment and Urban Planning) in one integrated team. Leading SSAOT, Camacho has focused energies on cleaning heavily polluted waterways, establishing an urban-park system, developing state-wide alternative energy policy, establishing biologically significant State Protected Areas and making state government function in a more environmentally responsible manner.

Amy Camacho is married to Enrique Rodriguez and has three children: Jose Adrian, Melanie and Triana.