



Daniel Palomo, MBA, MSc

Director, International Group and Leisure Sales, Houston First Corporation

Daniel Palomo is the Director of International Sales for Houston First Corporation. He has created and implemented business development, sales, and marketing strategies in the international meetings market globally. Daniel previously served as ICCA 1st Vice President worldwide, ICCA Board Member, and ICCA North America Chapter Chair.

He also served as Strategic Business Development Chair for BestCities Global Alliance and as Texas Medical Center's International Affairs Advisory Council Chair. Daniel has taught strategic marketing and business administration courses to undergraduate students in Chile and conducted research on social development and rural poverty in Colombia.

He received three scholarships from the governments of Mexico and Spain to pursue postgraduate studies in the EU and the Americas. Daniel worked as a professor and researcher at academic institutions in Latin America and has lived in Mexico, Spain, Belgium, UK, Colombia, Chile, and the US.

He holds a degree in Industrial and Systems Engineering from Tec de Monterrey in Mexico, an MBA from ESADE Business & Law School in Barcelona with a specialization at KU Leuven in Belgium, and an MSc. in Politics of Development in Latin America from the London School of Economics and Political Science (LSE). Daniel was also a PhD candidate in Government at LSE and PhD candidate in Management Sciences at ESADE.