



**Joaquin Luken**  
**Executive Director**  
**Smart Border Coalition**

Joaquin Luken is a business development and management professional with over 20 years of experience on U.S.-Mexico border issues. With a deep understanding of the intricacies of cross-border commerce and collaboration, Luken brings a wealth of expertise to his work.

Luken currently serves as the executive director of the Smart Border Coalition, a binational stakeholder group dedicated to creating border crossing efficiencies in the San Diego-Tijuana region. In this role, he acts as a bridgebuilder between organizations in Mexico and the U.S., working collaboratively to enhance border operations and facilitate smooth cross-border interactions. Luken's leadership and expertise contribute significantly to the coalition's mission of fostering cooperation and improving the legitimate flow of people, goods, and services across the border.

Born in San Diego and raised in Tijuana, Luken began his career as the associate director of the Otay Mesa Chamber of Commerce, a leading binational organization with over 350 active members. He played a pivotal role in fostering economic growth and cross-border business relationships, organizing important binational networking events, and creating business opportunities for his members. Luken's dedication and efforts led to significant advancements in the region.

Following his tenure at the Otay Mesa Chamber of Commerce, Luken served as a business development representative for the South Bay Expressway, where he represented the project to the binational stakeholder community. In this role, Luken expanded his knowledge and network in the field, contributing to the development and promotion of cross-border projects.

Luken holds a bachelor's in business administration from the Instituto Tecnológico y de Estudios Superiores de Monterrey. Additionally, he earned a certificate in Global Strategy & Management from the University of San Diego. His educational background, combined

with diverse professional experiences in real estate publishing, trade organizations, marketing, communications, sales, and program development, has shaped him into a well-rounded and adaptable professional.

With his bilingual and bicultural background, Luken possesses a deep understanding of the intricacies of the Cali-Baja region. This expertise makes him a valuable asset in fostering cross-border relationships and understanding the unique dynamics of the area.

Luken is married and has two children, Joaquín (8) and Maria Barbara (6).