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FOR IMMEDIATE RELEASE

New Executive Director Selected to Lead 4FrontED

YUMA, Ariz. – 4FrontED’s Governing Group is pleased to announce the entity’s new Executive Director chosen via a competitive process: Victor Remigio Martínez Cantú, known professionally as Remy Martínez.

Martínez will lead the international entity focused on boosting collaboration, innovation, business, trade and public sector partnership--increasing global marketability and quality of life for the megaregion. The 4FrontED Governing Group is comprised of Yuma Mayor Douglas Nicholls, Yuma County Chairman Martin Porchas, Somerton Mayor Gerardo Anaya, Wellton Mayor Scott Blitz, and San Luis City Councilmember Luis E. Cabrera.

Martínez’ resume includes experience working in public, private, and academic sectors in Mexico which is key for cross-border collaboration. He holds degrees in business and public policy, along with a doctorate in Regional Development with a specialization in cross-border regions. In his interviews, the Governing Group noted his leadership skills and communication abilities would make him a strong asset to 4FrontED.

"We are excited about working with Dr. Martinez given his international business background and strong connections within Mexico to continue to advance the 4FrontED initiative," said Mayor Douglas Nicholls', Chairman of 4FrontED.

About 4FrontED

4FrontED is a collaborative effort established in 2016 to propel economic growth within the Arizona-California-Sonora-Baja California megaregion. Recognizing the strategic importance of their geographic proximity and shared border, key actors from these four states joined forces to promote ongoing dialogue and economic development across the region.

4FrontED's approach emphasizes collaboration across state and national borders. This includes:

- **Infrastructure Development:** Joint projects to enhance transportation networks, water management, and renewable energy resources.
- **Trade and Logistics:** Facilitating cross-border trade by leveraging the existing network of ports of entry, including the San Luis II port, which processes over \$25 billion in goods annually.
- **Tourism Promotion:** Marketing the region's unique cultural heritage and diverse offerings to attract tourists from both sides of the border.
- **Educational Exchange:** Fostering collaboration between educational institutions to cultivate a binational workforce with a wider talent pool and expertise.

GOVERNING GROUP

Douglas Nicholls, Mayor
of Yuma, AZ

Martin Porchas,
Chairman of Yuma
County, AZ

Gerardo Anaya, Mayor of
Somerton, AZ

Scott Blitz, Mayor of
Wellton, AZ

Luis E. Cabrera, Council
Member, San Luis, AZ

Ian McGaughey,
Administrator, Yuma
County, AZ

Jay Simonton,
Administrator, City of
Yuma, AZ

Jenny Torres, Manager,
City of San Luis, AZ

Lizandro Galaviz,
Manager, City of
Somerton, AZ

Richard Marsh, Manager,
Town of Wellton, AZ