

Monterrey, Jan 30^h, 2025

*Cumulus International Association of Universities and
Colleges of Art, Design and Media
PO Box 31000, 00076
Aalto Finland*
Cumulus General Assembly

I submit this letter as part of my application for candidacy to be part of the Board at CEB 2025-2028.

I am a member of the Faculty and Associate Provost for Academic and Faculty Affairs of Tecnológico de Monterrey in México, a private non-for-profit university with a vision on *Leadership, Innovation and Entrepreneurship for Human Flourishing*; and I have been representative of my university at Cumulus Association since 2018.

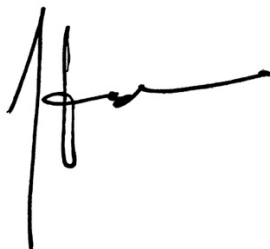
I have had the privilege of being elected to the current board (CEB 2023-2025), and serving as Vice president, some of the activities I have collaborated in or even led are:

- The consolidation as an independent association
- The strategic initiative "Let's Co-Design the Future of Cumulus"
- Re-visiting the Kyoto Design Declaration
- Organization of Cumulus Monterrey Conference 2024
- Strategic agreements with Latin America and attracting new associates globally

Given the magnitude of the changes in our association, many of these projects are still ongoing, so one of my motivations is to provide continuity, and to guarantee having an organization capable to fulfill its mission: *"to lead by design and promote the role of designers and artists in creating sustainable and humane futures for all"*. I would like to emphasize that another motivation that I find to apply for this appointment is to promote spaces for dialogue and consensus. Cumulus is a beautiful association based on people, promoting a culture of openness and inclusion based on empathy and common interests is also part of my motivation.

I would love to receive the opportunity of having a seat at the Board, I am already looking forward to serving and contributing to this meaningful organization.

Sincerely,



Roberto Iñiguez Flores

Associate Provost for Academic and Faculty Affairs
TECNOLÓGICO DE MONTERREY