

Gustavo Caicedo Trevilla



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Personal & Professional Profile

Capacity for deep logical analysis.
Background as a social historian and field researcher.
Creative developer, writer and director for the Arts & Entertainment Industry.
Implementation, management and improvement of productive processes in social enterprises.

My current focus of work is:

- ◆ The improvement of safeguarding measures for ICH and its Bearers.
- ◆ Creating a link between tradition and the Future through technology.
- ◆ As well as promoting an Ethical and legal regulation of artificial intelligence



Elected member for
Latin America and the
Caribbean

December 2017 - December 2019
<http://www.ichngoforum.org>

The ICH-NGO Forum is the body that facilitates the work between the Accredited NGO and the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage of UNESCO.

The network consists of 176 NGO from 59 Countries. The ICH NGO Forum seeks to encourage the exchange of experiences, good practices and create alliances for multinational projects.



Director
Mexico Hub

July 2016 - Present
www.thefuturesociety.org

Head of the Mexican office of this multinational think tank founded by alumni of Harvard Kennedy School.

Our goal is to address the profound social, legal and economic consequences resulting from the convergence of nanotechnology, biotechnology, information technology and cognitive science.

Currently working on the ethical framework of Artificial Intelligence and Facial recognition in Mexico law.



CEO
Xicpok S. A.

October 2007 - Present

We are a collective multidisciplinary group of communication and marketing, focused on maximizing B2B and B2C experiences on the different platforms of traditional and digital communication.

We create narratives and execute them strategically in harmony with the characteristics of the consumer and in accordance with the scope of the projects.

Our expertise lays in the production of theme parks mass shows and products for the tourism industry.

Delegate for UNESCO

Enciclopedia del Patrimonio Cultural Inmaterial, A. C.



January 2016 - Present

Non-profit Civil Association dedicated to research, dissemination and revitalization of the Intangible Cultural Heritage, its expressions and the bearers that keep them alive.

Current Projects:

- Development of an online multinational Inventory of Intangible Cultural Heritage, with the participation of Bulgaria, Canada, South Korea, India, Italy and Mexico. <http://ichngo.net>
- Development of an application to register elements of the Intangible Cultural Heritage and its bearers

Main Creator

Xcaret de Noche



De 1999 a 2014

<https://www.xcaret.com/es/>

Creator of the Ball Game scenes at the Xcaret Night Show.

Scope:

- ✓ Dialogue Writer
- ✓ Lighting and Choreography
- ✓ Costume design

More than 15 million viewers have attended

Creative Artist

Tajín Summit



De 2000 a 2015

<https://cumbretajin.com>

Creator of the Ball Game scene at the Light and Voices of Tajín Show.

Scope:

- ✓ Dialogue Writer
- ✓ Lighting and Choreography
- ✓ Costume design

TEA Winner

Best original show 2003

Themed Entertainment Association



10th Annual Thea Awards 2003

<http://www.teaconnect.org/Blog/Thea-Blog/?id=2261>

The Thematic Entertainment Association or TEA, is a non-profit organization that brings together the main creators, developers, designers and producers of experiences for Theme Parks around the world.

It groups more than 1,600 members and the main companies of the Theme Park Industry (Disney, Merlin, Universal, etc.)

Each year they award prizes to recognize the best thematic shows in the world.

Languages

Spanish

ILR Level 5

English

ILR Level 4

Nahuatl - Indigenous Language ILR Level 3
