

CECILIA CUELLAR, PH.D.

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Tyler, Texas

 [LinkedIn Profile](#)

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Education **Universidad Autonoma de Nuevo Leon – School of Economics** (Monterrey, Mexico)
Ph.D. in Economics (Summa Cum Laude Honors), September 2019 – February 2023
M.SC. in Economics, September 2017 – September 2019
Universidad Autonoma de Nuevo Leon – School of Political Science and International Trade
(Monterrey, Mexico)
B.B.A. in International Business

Professional Certifications **Massachusetts Institute of Technology** (Cambridge, MA)
MicroMasters Program in Data, Economics, and Design of Policy. Jan 2025
Designing and Running Randomized Evaluations. Jan 2025.
Microeconomic Theory and Public Policy. Sep 2024.
Data Analysis for Social Scientists. Sep 2024.
The Challenges of Global Poverty. May 2024.
Good Economics for Hard Times. Sep 2023.
Microeconomics. Jun 2020.

Fields Labor Markets, Gender Inequality and Economic Mobility.
Impact Evaluation and Public Policy.
Economic Development and Poverty.

Professional Experience **Research Analyst**, University of Texas at Tyler, October 2022 – Present
Tyler, Texas (On-site)

- Developed 20+ policy briefs and reports, influencing economic planning and policy discussions among 1,000+ professionals, policymakers, and stakeholders in East Texas.
- Conducted 5+ econometric studies on regional labor markets, providing data-driven recommendations that inform local economic policies and workforce development strategies.
- Delivered strategic economic insights to 3+ Economic Development Corporations and Councils in East Texas, contributing to evidence-based decision-making for regional growth initiatives.

Economic Consultant, Ascendo Strategies, September 2023 – June 2024
New Mexico, U.S. (Remote)

- Developed a data-driven methodology to identify underserved populations in Socorro, Texas, enhancing targeted policy interventions and resource allocation.
- Designed economic development strategies aimed at attracting new investments and fostering business growth, supporting long-term regional economic sustainability.
- Conducted a retail leakage analysis, estimating the percentage of local spending lost to neighboring areas, providing actionable insights for business retention and expansion efforts.

Economic Researcher, Centro de Investigaciones Económicas, September 2019 – September 2022
Monterrey, Mexico (On-site)

- Led 5+ in-depth surveys with Mexican and U.S. stakeholders, gathering critical insights on foreign investment best practices and economic development strategies.
- Co-developed a social mobility measurement framework for Nuevo León, presenting findings at the Social Mobility in Latin America Conference, contributing to regional policy discussions.
- Served as a researcher in the Economic Impact of Foreign Investment in Nuevo León, a study consulted by 200+ stakeholders and professionals, shaping investment and policy decisions.

Teaching Experience

Adjunct Faculty, University of Texas at Tyler, September 2023 – Present

- Courses: Economic Development, Principles of Microeconomics, Principles of Macroeconomics, Business Statistics.
- Developing courses on Behavioral Economics and Causal Inference

Lecturer, Instituto Tecnológico de Estudios Superiores de Monterrey, August 2021 – July 2022

- Courses: Advance Game Theory, Microeconomics.

Lecturer, Universidad Autónoma de Nuevo León, February 2021 – July 2022

- Microeconomics.

Fellowships & Awards

2022-2023 CHIRP Fellowship Award, Texas, 2023.

Consuelo Meyer L'eppe Award 2022, Best Research Paper, 2022.

Consuelo Meyer L'eppe Award 2021, Best Research Paper, 2021.

Consuelo Meyer L'eppe Award 2020, Best Research Paper, 2020.

Leadership & Volunteer Activities

Program Evaluator, Monarca Initiative, May 2024 – December 2024
Tyler, Texas

- Designed the "Ready, Set, Go" program to promote healthy habits among underserved Hispanic communities in Tyler, Texas, enhancing public health outreach and engagement.
- Conducted an outcome evaluation for 30+ participants, providing data-driven insights that informed funding decisions and program sustainability.
- Developed policy recommendations that enhance program efficiency, leading to optimized resource allocation and improved community impact.

Board Member, Habitat for Humanity of Smith County, October 2024 – Present

- Provide strategic directions on affordable housing and poverty alleviation in Smith County.

Job Market Paper **Employment, wages, and the gender gap in Mexico: Evidence of three decades of the urban labor market**, with Jorge O. Moreno.

Abstract: This paper analyzes the historical evidence of the gender gap in employment and wages in Mexico. We construct consistent time series from 1988:Q1 to 2019:Q4 using employment surveys, and estimate a model of labor participation in the formal market and wages for each gender and quarter, correcting selection biases. Based on these results, we implement a Blinder–Oaxaca (1973) and Mulligan-Rubinstein (2008) decomposition to estimate the gender gap in wages. Our results suggest the returns to schooling for both genders have decreased in the last two decades, showing a gap of almost 2% in favor of women. The gender wage gap fluctuates around 29.6% once self-selection bias is corrected. The prevalence of differences in expected wages between genders exists due to the "selection bias" and "residual" effects. This work's main limitation is that it focuses only on formal urban employment in 16 metropolitan areas; however, this approach makes it possible to

identify long-term trends and structural changes in this market, expanding the evidence of the gender gap in the Mexican economic history.

**Peer-Reviewed
Articles**

Informality, gender employment gap, and COVID-19 in Mexico: Identifying persistence and dynamic structural effects. In: *Revista Mexicana de Economía y Finanzas*, 16(3):1-25, 2021, with Jorge O. Moreno.

Employment, wages, and the gender gap in Mexico: Evidence of three decades of the urban labor market. In: *Latin American Journal of Central Banking*, 3(2), 100055, with Jorge O. Moreno

Urban public transportation access and female labor supply: evidence from a natural spatial experiment in Monterrey, Mexico. In: *Feminist Economics* 31(2), 351–382, with Jaime Escobedo and Jorge O. Moreno.

Household Debt in Mexico: A Study on the Determinants of Financial Burden and Default. In: *Economic Analysis Review (Accepted)*, with Lianet Farfan and Jorge O. Moreno.

El efecto del COVID-19 en la estructura de la oferta laboral de las mujeres y el rol de estructura de familia: un análisis para México. In: *Cuadernos de Economía (Under-review)*, with Adelyne Castillo and Jorge O. Moreno.

**Peer-Reviewed
Book Chapters**

The structural impact of COVID-19 on employment: The role of skills and gender in an industrialized local economy. In: López-Fernández, A.M., Terán-Bustamante, A. (eds) *Business Recovery in Emerging Markets*. Palgrave Studies in Democracy, Innovation, and Entrepreneurship for Growth. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-030-91532-2_5, with Jorge O. Moreno.

Employment, Gender Gap, and the Mexican Industry: The Effect of COVID-19 on the Dynamic Structure and Recovery in the Labor Market. In: Murillo, E., Morganti, P.R., Moreno Espinosa, J. (eds) *Creating Economic Stability Amid Global Uncertainty*. Palgrave Macmillan, Cham. https://doi.org/10.1007/978-3-031-41386-5_7, with Jorge O. Moreno and Maria Ramos.

Working Papers

Economic Impact of Human Capital Investment in Texas: Does Bachelor’s degree matters? *Academia Letters*, Article 1657. <https://doi.org/10.20935/AL1657>, with Manuel Reyes-Loya and Joana C. Chapa.

**Papers in
Progress**

Does compulsory education matter? A quasi-experiment of 1993 Educational Reform on the rate of returns to education and the Mexican labor market, with Jorge O. Moreno and Harry Patrinos.

Cost of Childcare, Cost of Opportunity: Childcare Prices and Women’s Labor Supply Trade-Offs, with Sara Maldonado.

Childcare Desserts and Female Labor Force Participation in Texas

Youth Unemployment and Artificial Intelligence in Texas

**Policy Briefs and
Reports (Selected)**

Childcare Costs, Access, and Affordability in the United States, with a Focus on East Texas, with Manuel Reyes-Loya and Sara Maldonado.

The “Gray Tsunami”: Aging Trends in East Texas, with Manuel Reyes-Loya and Pedro Gallardo.

Automation, AI, and Jobs: What This Means for Tyler, TX, with Manuel Reyes-Loya

Hibbs Institute Family Index, with Manuel Reyes-Loya.

Remote Jobs: Working from Home, an Increasing Trend, with Manuel Reyes-Loya.

Housing Affordability: How Big is This Problem in Tyler?, with Manuel Reyes-Loya.

The Labor Market: Where Did Workers Go?, with Manuel Reyes-Loya.

Exploring STEM Opportunities: A Focus on Economic Potential in East Texas, with Manuel Reyes-Loya.

Is Our Population Aging? Why Does it Matter?, with Manuel Reyes-Loya.

México, puente perfecto para el nearshoring. In: IMEF News.

La resiliencia del mercado laboral femenino en épocas recesivas de la economía mexicana. In: Indicadores del Entorno Económico. Centro de Investigaciones Económicas.

Proyecto CONL-IE-22-09 Estudio sobre el impacto socioeconómico de la inversión nacional e internacional en NL, with Joana C. Cantu et al.

Movilidad social intergeneracional: El efecto de la educación sobre el estatus socioeconómico de los egresados de la Universidad Autónoma de Nuevo León, with Oscar Medina and Joana C. Chapa.

Seminars & Conferences

- 78th Annual AUBER Fall Conference: The New Geography of U.S. Growth. Oct 2025.
- XXXII Coloquio Mexicano de Economía Matemática y Econometría (COLMEME 2024).
- Seminar in University of Oviedo, Spain. Dec 2023
- 76th Annual AUBER Fall Conference: The Future of Work. Oct 2023.
- 75th Annual AUBER Fall Conference: Economic Resiliency from Coast to Coast. Oct 2022.
- Webinars for IMEF students. June 2022.
- Western Economic Association. April 2022.
- Seminar for Doctoral Studies in Economic Sciences. March 2022.
- 74th Annual AUBER Conference: Relaunching the decade: Supporting Innovation and Our New American Economy. Feb 2022.
- VI International Seminar on Inequality and Social Mobility in Latin America. Nov 2021.
- Webinar Hospital Promipyme UANL. May 2021.
- Seminar for Doctoral Students in Economic Sciences. March 2021.
- Seminar for Doctoral Students in Economic Sciences. April 2020.
- UT Tyler Seminar in Human Capital Investment. Dec 2019.
- Seminar for Graduate Students in Industrial Economics. May 2019.

Academic Service Referee for Ensayos Journal.
Referee for Latin American Policy Journal.

Research Grants Centro de Investigaciones Economicas vs COVID-19. CIE-UANL.

Languages Spanish (native); English (fluent)

Software skills R, Stata, Python, IMPLAN, EViews, Microsoft Software.

Hard Skills

- Econometric and Data Analysis.
- Causal Inference.
- Statistical analysis and processing of microdata [i.e., Employment surveys (Mexico); ACS and CPS surveys (USA)].
- Data Management (i.e., household surveys, business surveys, etc.)

Soft Skills

- Analytical Thinking and Problem Solving.
- Strategic Communication and Stakeholder Engagement.
- Leadership and Decision-making.

**Personal
Information**

Leadership Tyler Core Program – Class 39 – Sept 2025 – May 2026

Habitat for Humanity of Smith County (Treasurer) – October 2024 - Present

Former Professional Athlete. Mexican Karate Team. June 2007 – April 2017.

Content Creator about Economics for Young Professionals in Mexico. Finanzas Relax. Jan 2020 – Oct 2022.