

Juana Lopez, Recognized By Influential Women, Drives International Business Growth Through Strategic Trade Leadership

SAN DIEGO & MEXICO, CA, UNITED STATES, August 13, 2026

/EINPresswire.com/ -- International Foods & Non-Foods Business Manager Advancing Cross-Border Commerce Through Integrity, Sustainability, and Forward-Thinking Solutions

Juana Lopez is an accomplished International Foods & Non-Foods Business Manager with more than a decade of progressive experience in sales, international trade, and account management. Currently serving with ADW Acosta, she has built a strong reputation for driving growth, optimizing operations, and delivering high-impact results across complex cross-border markets. Based in the San Diego Metropolitan Area, Juana combines her deep understanding of international business with a strategic, client-focused approach to consistently exceed performance expectations.



Throughout her career, Juana has demonstrated the ability to manage large-scale portfolios, strengthen global client relationships, and deliver measurable outcomes in highly competitive environments. Her expertise spans international commerce, product compliance, supply chain strategy, account development, and business optimization. Known for her ability to navigate complex challenges and identify opportunities for growth, she has become a trusted leader in the international food and consumer goods industry.

Juana's journey into international business began with an unexpected but defining decision. Originally intending to study international relations, she enrolled in international business and quickly discovered her passion for the field. She earned her Bachelor's Degree from the

Autonomous University of Baja California in Tijuana, graduating at the top of her class and earning a lifetime scholarship opportunity for graduate studies.

During her college years, Juana was selected for an international program with The Walt Disney Company in Florida, where she gained invaluable insight into customer service excellence, operational strategy, and global business practices. The experience strengthened her understanding of how strong relationships, attention to detail, and consistent execution create lasting business success.

Early in her career, Juana developed specialized expertise in Mexico's NOM compliance standards, supporting product certification, labeling requirements, and export readiness for food and non-food consumer goods. This experience established a strong foundation in international trade and provided her with the regulatory knowledge needed to help companies successfully navigate cross-border markets.

Throughout her professional tenure, Juana has demonstrated exceptional leadership in managing multimillion-dollar accounts and addressing the complexities of international commerce. She has overseen portfolios representing more than half of the Mexico region's business and coordinated high-value accounts exceeding \$17 million. In addition to managing strategic relationships, she has mentored team members, supported organizational growth, and helped companies identify opportunities for expansion.

Juana is frequently entrusted with some of the industry's most challenging accounts because of her ability to provide strategic consulting, assess product viability, ensure regulatory compliance, and improve supply chain performance. She works closely with manufacturers, buyers, and business partners to create solutions that balance consumer needs, operational realities, and market demands.

A significant focus of Juana's work is promoting "Better For You" products and supporting healthier consumer choices through clean-label innovations. She is passionate about helping brands develop products that align with changing consumer expectations while maintaining quality, accessibility, and business sustainability. From presenting solutions to buyers and guiding manufacturers through product development to addressing tariff concerns and supply chain disruptions, Juana consistently brings a forward-thinking approach to the international marketplace.

Juana attributes her success to discipline, focus, and persistence—never giving up even when she questions herself. She recognizes that creating meaningful change within the industry requires patience, resilience, and a willingness to continue moving forward despite challenges.

There are moments when Juana questions whether she is still adding value or making a difference, especially when she promotes Better For You products and sees consumers continue purchasing less healthy alternatives. However, she understands that this work requires

endurance and a long-term perspective.

Juana recognizes that the efforts made today do not always produce immediate results. Often, she does not see the impact of her work until a year or more later. She views her contributions as an investment in the future and understands that lasting progress requires consistency, commitment, and belief in the mission.

This perspective has allowed Juana to remain focused even when results are not immediately visible. She reminds herself that she is responsible for bringing solutions to the industry, and that responsibility keeps her motivated to continue creating positive change.

The best career advice Juana has received is to never hold grudges in business and to maintain positive relationships. She believes that while disagreements and challenges are inevitable, professionals should not allow negative experiences to define future interactions.

In her industry, relationships are essential. Juana believes professionals must constantly evaluate what is worth carrying forward and what should be released. Holding onto resentment, frustration, or negative sentiment can become a barrier to growth and future opportunities.

She understands that letting go can be difficult, especially when someone feels they have been treated unfairly or blamed for something outside their control. However, Juana believes that maintaining professionalism, preserving relationships, and moving forward with a positive mindset are critical elements of long-term success. For Juana, strong relationships create opportunities, strengthen collaboration, and allow businesses to continue evolving in competitive environments.

Juana's advice to young women entering her industry is clear: do not allow others to define what you are capable of achieving.

When Juana was promoted, she was told that the industry was traditionally a man's field and that becoming a broker in the Mexico region would be more difficult because the environment was dominated by men, including both company leaders and Costco buyers. Ten years ago, she felt those comments were intended to prepare her for obstacles and potentially discourage her from pursuing the opportunity.

Instead, Juana challenged those assumptions. She refused to accept that gender should determine her potential or limit her career path.

She demonstrated that she could achieve the same level of success as anyone else by developing strategies, expanding her expertise, and becoming certified in areas such as packaging and other specialized aspects of the industry. She focused on preparation, continuous learning, and proving her capabilities through results.

Juana encourages women to advocate for themselves, challenge perceived limitations, and continue pursuing opportunities even when others underestimate them. She believes confidence, knowledge, and persistence are powerful tools for creating meaningful career advancement.

Looking at the future of international business, Juana believes some of the biggest challenges involve material shortages, supply chain disruptions, and rising costs affecting consumer packaged goods. She highlights the scarcity of materials such as oils and petroleum and explains that many consumers do not realize how deeply these resources influence everyday products.

Much of consumer packaging relies on polymers, meaning changes in availability and pricing can directly affect manufacturing costs. Juana believes companies must begin exploring alternative solutions, including more sustainable materials and natural fiber packaging, to adapt to changing market conditions.

She also points to global political conflicts as another major challenge affecting international commerce. Freight systems, transportation networks, and carrier operations are impacted by instability around the world, and those disruptions ultimately influence product availability and pricing.

According to Juana, businesses must determine how to manage these pressures, negotiate effectively, and identify strategies for maintaining affordability. She emphasizes that essential commodities such as rice and beans should remain accessible and should not become luxury products because of rising costs.

Juana also highlights the impact of tariffs and believes consumers often misunderstand how they affect pricing. She explains that while tariffs are paid by companies to governments, those costs frequently move through the supply chain and are ultimately reflected in the prices consumers pay.

She believes many economic factors are interconnected. For example, crude oil shortages influence more than gasoline prices because transportation systems rely on fuel to move products around the world. These challenges demonstrate the complexity of international trade and the importance of strategic planning.

The values most important to Juana in both her professional and personal life are honesty and integrity.

She believes honesty is essential, particularly in international business, where full transparency from companies is necessary to determine whether products can be successfully imported into different markets. While some companies hesitate to disclose ingredients because they fear competitors may replicate their products, Juana believes transparency must always come first.

She explains that even small details can create significant regulatory challenges. For example, ingredients such as poppy seeds can create complications when importing products into Mexico due to regulatory classifications. Juana believes this demonstrates why accurate ingredient disclosure and compliance awareness are critical.

She recalls examples where a lack of transparency could have created serious issues, reinforcing her belief that honesty is the foundation of responsible international business.

Alongside honesty, Juana considers integrity essential to long-term success. She believes professionals must operate ethically, continue innovating, and remain committed to improving themselves and the industries they serve.

Through her leadership, strategic vision, and dedication to creating better solutions, Juana Lopez continues to make a meaningful impact in international business. Her commitment to relationships, innovation, and responsible commerce reflects her belief that success is built not only through achievement but through the positive difference created along the way.

Learn More about Juana Lopez:

Through her Influential Women profile, <https://influentialwomen.com/connect/Juana-Lopez>

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