

CHAMPIONING NORTH AMERICA: TRILATERAL ECONOMY AND THE POWER OF SOFT DIPLOMACY

Thursday, April 16, 2026
5:30 p.m. – 7:00 p.m.

SMU Crum Auditorium,
James M. Collins Executive Education Center
3150 Binkley Ave, Dallas, 75205

SPEAKER BIOGRAPHIES



J.H. CULLUM CLARK

**DIRECTOR OF THE BUSH INSTITUTE-SMU ECONOMIC GROWTH INITIATIVE
GEORGE W. BUSH INSTITUTE**

J.H. Cullum Clark is Director of the Bush Institute–SMU Economic Growth Initiative and an Adjunct Professor of Economics at Southern Methodist University, where he leads the Bush Institute’s work on domestic economic policy and economic growth. Before joining the Bush Institute and SMU, Clark spent 25 years in the investment industry, serving as an equity analyst and portfolio manager at Brown Brothers Harriman & Co., a portfolio manager at Warburg Pincus Asset Management, President and Chief Investment Officer of Cimarron Global Investors, and President of Prothro Clark Company, a Dallas-based family investment office. Earlier in his career, he served on the staff of the U.S. Senate Select Committee on Intelligence. Clark earned his Ph.D. in Economics from SMU in 2017 and subsequently joined the university’s faculty, with research focusing on monetary and fiscal policy, financial markets, economic geography, urban economics, modern economic history, and economic growth. He holds a B.A. in History from Yale University and an A.M. in Political Science from Harvard University.



LUISA DEL ROSAL

**SPECIAL ADVISOR & COLIN POWELL TEACHING FELLOW
SOUTHERN METHODIST UNIVERSITY**

Luisa del Rosal is a policy and governance leader whose work focuses on public policy, North American regional dynamics, and institutional strategy. She serves as Special Advisor to the Tower Center for Public Policy and International Affairs and the Mission Foods Texas-Mexico Center at SMU, where she previously served as Executive Director of both centers. As Executive Director, del Rosal led strategic planning, research development, and high-level policy convenings focused on U.S.–Mexico relations, trade, migration, and regional security. She worked to strengthen engagement among policymakers, scholars, and civic leaders on issues shaping North America’s economic and geopolitical future. In addition to her academic leadership, del Rosal served as Chief of Staff to a Member of the U.S. House of Representatives, where she was the lead policy advisor and directed legislative strategy and operations. She currently teaches public policy and international affairs as a Colin Powell Teaching Fellow. Her work bridges academic inquiry and applied policymaking, with particular attention to governance, cross-border cooperation, and institutional leadership.



SUSAN HARPER
CONSUL GENERAL
CONSULATE GENERAL OF CANADA IN DALLAS

Susan Harper is a senior Canadian diplomat with Global Affairs Canada. She served as Canadian Ambassador to Uruguay from 2001 to 2004 and as Canada’s Senior Arctic Official from 2013 to 2016, advancing multilateral cooperation among Arctic nations on the Arctic Council. Harper joined Foreign Affairs Canada in 1983 and has held postings in Yaoundé, Paris, and Buenos Aires, as well as Minister (Economic Affairs) in Washington, DC. She also served as President of the Professional Association of Foreign Service Officers, representing Canada’s professional diplomats. Harper earned her MBA from the Ivey School of Business at Western University and is an alumna of Queen’s University. Fluent in English, French, and Spanish, she served as Consul General of Canada in Miami from August 2016 to October 2022 before being appointed in November 2022 as Consul General in Dallas, Texas, where she oversees Canada’s diplomatic, trade, and consular engagement in Texas, New Mexico, Oklahoma, Arkansas and Louisiana.



DOUG MCCULLOUGH
DIRECTOR
TEXAS CANADA CHAMBER OF COMMERCE

Doug McCullough is a Texas mergers and acquisitions attorney representing sellers and buyers in complex corporate transactions. A partner of McCullough Huddleston Maccio & Woo, he focuses on tax-efficient M&A, investment structuring, and cross-border transactions, frequently advising companies expanding into the United States on international corporate and tax planning. His experience spans energy, manufacturing, technology, AI, engineering, industrial and environmental services, oilfield and offshore services, and financial services. As founder and managing partner of his firm for nearly a decade, Doug has advised private investors, venture capital firms, and private equity groups on transactions that create long-term value and drive organizational success. He earned his LL.M. in Taxation from Southern Methodist University School of Law, his Juris Doctor from Texas Tech University School of Law, and holds a bachelor’s degree from Indiana University.



ERIK MORA
SPORTS DIRECTOR AND NEWS ANCHOR
TELEMUNDO 39

Erik Mora is the Sports Director, anchor, and video journalist for Telemundo 39 in DFW. With more than two decades in mass media communications, he has covered premier global events for Telemundo network, including the 2024 Summer Olympics (France), the 2018 FIFA World Cup (Russia), 2016 Summer Olympics (Brazil), Copa America and CONCACAF Gold Cup. He has also reported from Super Bowls and covers DFW’s professional sports teams across Major League Soccer (MLS), The National Hockey League (NHL), Major League Baseball (MLB), The National Basketball Association (NBA) and The National Football League (NFL). A respected authority in soccer and professional sports, he delivers in-depth reporting tailored to the Latino community in DFW, one of the largest Latino communities in U.S. Fully bilingual, he bridges cultures through producing and compelling storytelling across broadcast and digital platforms. He has appeared on Telemundo Deportes show “Panorama Deportivo” and “Somos Cowboys”, official Spanish-language platform of the Dallas Cowboys. A 12-time Lone Star Emmy Award winner, he is recognized for excellence in sports journalism, and for transporting viewers to the front-row seat of the heart of the action.

SPEAKER BIOGRAPHIES



MONICA PAUL.
EXECUTIVE DIRECTOR
DALLAS SPORTS COMMISSION

Monica Paul serves as Executive Director of the Dallas Sports Commission, where she leads bid strategies and marketing initiatives to attract Olympic, professional, collegiate, and amateur sporting events to Dallas. She works closely with professional leagues, the NCAA, Olympic National Governing Bodies, and amateur sports federations to position Dallas as a premier destination for major events, conventions, and meetings. Her leadership was instrumental in Dallas being named a Host City for FIFA World Cup 26, securing nine matches—more than any other 2026 host market. Prior to joining Visit Dallas in 2008, Paul was Associate Director of Events at USA Volleyball, overseeing international events for the U.S. Women’s and Men’s National Teams and serving as Director of Competition for the 2007 National Senior Games. She also held leadership roles with USA Taekwondo and the Junior Volleyball Association of Austin. Paul earned a B.S. in Physical Education from the University of Texas at Austin and an M.A. in Sports Administration from the University of Northern Colorado. She serves on multiple boards, including the SMU Athletic Forum, Cotton Bowl Classic, and Women in Sports & Events (WISE) DFW Advisory Board, and has received numerous honors, including DCEO’s Leadership Excellence Award and recognition among Dallas 500 and Connect Sports’ Top Women in Sport Tourism.



RAYMOND ROBERTSON
DIRECTOR OF MOSBACHER INSTITUTE FOR TRADE, ECONOMICS, AND PUBLIC POLICY,
TEXAS A&M UNIVERSITY
SENIOR FELLOW OF THE SMU MISSION FOODS TEXAS-MEXICO CENTER

Dr. Raymond Robertson is Professor and holder of the Helen and Roy Ryu Chair in Economics and Government in the Department of International Affairs at the Bush School of Government and Public Service and the Director of the Mosbacher Institute for Trade, Economics, and Public Policy. He is a research fellow at the Institute for the Study of Labor in Bonn, and a senior research fellow at the Mission Foods Texas-Mexico Center. Widely published in the field of labor economics and international economics, Robertson previously chaired the US Department of Labor’s National Advisory Committee for Labor Provisions of the US Free Trade Agreements and served on both the State Department’s Advisory Committee on International Economic Policy and the Center for Global Development’s advisory board.



COURTNEY WEEKS
ASSISTANT DIRECTOR
SMU MISSION FOODS TEXAS-MEXICO CENTER

Courtney Weeks is an experienced academic leader and cross-cultural program manager dedicated to advancing U.S.–Mexico relations through education, research, and strategic collaboration. Originally from Utah, she brings a dynamic international background shaped by four years of professional experience in Mexico, including three years in Mexico City and one year in Chiapas. Prior to joining Southern Methodist University, Courtney served as Academic Coordinator at the American School Foundation of Chiapas, where she developed a five-year academic improvement plan, supported faculty development, and oversaw global engagement initiatives. She also held leadership roles in virtual instruction at Elevate K-12, managing large instructional teams and earning recognition for student engagement. Courtney holds a Bachelor of Arts in Spanish Education from Utah Valley University and an Executive Master of Arts in Global Affairs and Management from the Thunderbird School of Global Management at Arizona State University.