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FOCUS AREAS

Financial Innovation
Public Policy
Regulatory Affairs

LOCATION

Houston, Texas

Enrique Huesca is a fintech founder, strategist, and advisor with more than a decade of experience at the intersection of financial innovation, public policy, and cross-border payments.

At Straife, Enrique serves as Vice President, Fintech, where he supports clients on financial services strategy, regulatory compliance, and digital transformation across global markets. He also works with executive teams and investors to design growth strategies that bridge financial infrastructure with emerging technologies.

Previously, Enrique founded and led Sendola, a U.S.–Mexico-focused global payments processor that facilitated over \$45M in B2B cross-border transactions in its first 18 months, building partnerships with institutions such as Finabien, Claro Pay, JP Morgan, and Washington Trust Bank. He also launched Lomsy Credit, a financial services venture that evolved into Elektra USA, and co-founded Stryke Consulting Services, advising banks and corporations on digital transformation and payments strategy.

In the public sector, Enrique served as Executive Secretary for Mexico's Special Economic Zones, a presidential initiative to foster foreign investment, regulatory modernization, and infrastructure development across Southern Mexico. He also held senior roles in Mexico's Ministry of Finance, Ministry of Foreign Affairs, and Ministry of Economic Development, contributing to regulatory frameworks and cross-border economic initiatives.

Enrique earned degrees from the University of Cambridge, Syracuse University's Maxwell School of Public Affairs, and Universidad Panamericana. He is fluent in English and Spanish.