Spanish delegation members

Global Summit of Women
Athens, May 2012

Index

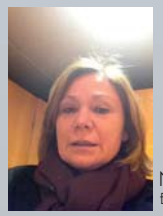
Rosa María Aguirre
Mayvan

Maria-Jesus Alonso
ACC Europe

Rosa María Arias
Oracle

Elke Berr
Berr & Partners

Sara Bieger
Ltrust


Mariola Cabas
Exce Consulting Group

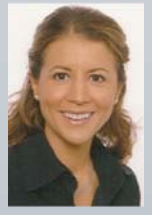
Concha Castillejo
CORE

Gemma Cernuda i Canelles
Peix&Co

Christiane Dominguez Chemel
Chemel's Decoration

Margarita De Cos
WWF Spain

Estíbaliz Gállego Longás
Nutreco España


Irache Gamen
Daimler AG

Rosa María García
Siemens

Carolina Godayol
History Channel Iberia.

Begoña Gosch
Outkom

María José Juarros Alcalde
USP Hospitals

María del Rosario Rodríguez
AEA

Ana María Llopis
Ideas4all

Regina Llopis
Group AIA

Antonia Trillo-Figueroa
Arcona Iberica

Julia Lopez
American Express Spain

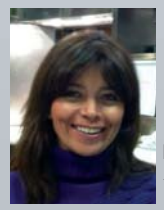
Gloria Lorenzo
Oracle

Maite Malvido

Brenda McCabe
InfiniaSolar. S.L

Rébecca Michelot
CONINCO

Rosa Modrego
Baker & McKenzie


Luz Otalvaro
Accenture

Mercedes Pascual
Alares

Inmaculada Pérez Castellanos
Pérez Castellanos Law & Business Consultancy

Marta Pérez Dorao
LaYomba

Maria Rosa Pons i Vilarasau
Ajuntament de Barcelona

Elizabeth Trallero
Congost Plastic. S.A.

Francina Vila i Valls
Ajuntament de Barcelona

Núria Vilanova Giralt
Inforpress Group

Alicia Yúfera
Ulled Associated

Rosa María Aguirre

Mayvan

My name is Rosa María Aguirre and I was born in Vitoria-Gasteiz, Spain. I´ve lived my whole life there, a beautiful city, Green Capital in 2012. You can check it wiht my D.N.I. : 16218148C.

I was a disciplined pupil in the " Sacred Heart" college in Vitoria and also in the "Financial and Business School" where i had my first contact with my future activity.

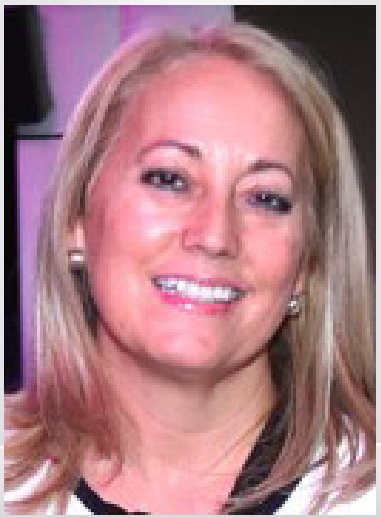
I have also studied french in the "Lenguage School" of Vitoria.

I started to work in my father's familiar factory "Nicasio Aguirre". My fisrt job: office of secretary for ten years aprox. I could put in practise all my knowlege and i could develope my current.

In 1973, my husband and me started a new business project "Feragui Electricity". That company had got a lot of changes and it become in our actual enterprise "Comercial Mayvan" in 1984. We try to supply our costumer whith the best electrical cables. We are specializing in that subject.

I am the financial manager of my own company currently.

< Back to Index



Maria-Jesus Alonso

ACC Europe

Experienced senior executive and board member. Experience in Non-profit as well as in Corporations. Advocacy and institutional relations profesional for regulated industries (telecommunications, food, and pharmaceutical industries). With over 25 years of experience in multicultural organizations leading international teams in disperse geographical regions such as Southern, Central and Eastern Europe, and Latinamerica.

Corporate

- Founder & Partner - Women in Business - diversity programs for companies: women advancement programs, Europe & LatinAmerica.
- CEO in asset management company
- President, Cable & Wireless Spain, Director Public Policy and Institutional Relations - South & Eastern Europe, and Latinamerica
- General Counsel & Board Secretary, for GTS (Spain, Italy, Portugal): Orange in Spain: Tetra Pak Spain and Portugal, Legal Advisor SmithKline (Glaxo SmithKline).

Non-Profits

- Board Member and VicePresident Europe of Association of Corporate Counsel.
- VicePresident & Secretary General BPW-Madrid - member of Business Professional Women International.
- Former VicePresident International Cooperation EPWN-Spain

Married, 2 sons

< Back to Index

Rosa María Arias
Oracle

Rosa M. Arias is currently Senior Marketing Manager for technology solutions at Oracle for South Europe, where she joined in 2006. She has over 15 years experience in Marketing and Communications fields for Spanish and European markets in Telco and IT sectors. She started her career at Ericsson. In 1998 she joined Lucent Technologies where she moved to Netherlands to an European wide position. There, she also held senior positions in Global Crossing and Morse Integrated Systems.

She is the leader of the Oracle Women Leadership (OWL) in Spain. Member of the European Professional Women Network and member of the Comms team of the Spanish Delegation at the Global Summit of Women.

Rosa M. was born in Madrid and has a degree in Business Administration and Marketing in CESMA Business School and PDP (Professional Management Program) at EOI (Escuela de Organización Industrial).

< Back to Index

Elke Berr

Berr & Partners

Elke Berr created her business in precious stones and the company Berr & Partners SA in Geneva, Switzerland in 1986. The Company is renowned and recognised for its high quality precious stones. For many years Elke travelled overseas and around Europe, also all over Spain, to develop a collaboration with wholesellers, manufactorers and jewellery shops.
Nowadays she is also working with banks and family office and some privates for "gemstones investment" as an alternative asset.

As from 2003, Elke Berr creates numerous jewellery lines each year, eclectic and original, distributed worldwide in joining tradeshows and private exhibitions.
A documentary about Elkes work as a gemmologue and designer "Rare Beauty" has been shown worldwide through "STYLIA"TF1 in 2011/2012.

Berr & Partners SA is a member of the exclusive Swiss business association of gemstone dealers (VSE/ASNP).Elke Fechner Berr is the Swiss Ambassador of International Colored Gemstone Association (ICA) and is a member of its Communications Comitee. She is particularly attentive to defend the professional ethics (member of Swiss Ehic code) and is one of the only women in the gemstone business.

She studied art and gemmology in Germany and expert in old jewellery in Paris.

Her most precious gift is her son Raphael (Ilj).
She speaks French, English, German, Italian and a bit Spanish and loves to travel to discover other cultures and to make new friends.

< Back to Index

Sara Bieger

Ltrust

Managing Partner of Leaders Trust International, Executive search Firm, present in 30 countries worldwide
Member of the AltoPartners Executive Committee.

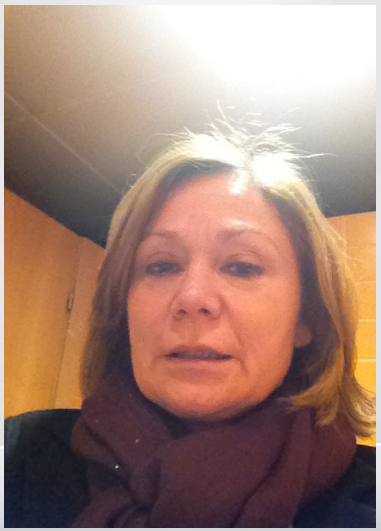
Law degree, MBA from ICADE and Master in Marketing and Commercial Management from ESIC, Madrid.

Ms Bieger's professional experience reflects fifteen years in consumer, industrial and insurance companies - in commercial, marketing and general management positions.
Ms Bieger then became CEO of the Castile and Leon Technological Park and Executive Vice-President of the Agency for Economic Development for the Community of Castile and Leon Government.
In addition, Ms Bieger is Vice-President of the French-Spanish Chamber of Commerce and Member of the Board. She is Vice-President of "Club de Excelencia de Gestión" (Excellence in management).

Ms. Bieger has managed a Firm of Executive Search, Leaders Trust International in Spain since 2001 and is the Practice Global Leader for the Industry, Construction and Energy sectors within the International AltoPartners Group, present in over 30 countries worldwide.
In 2010 she was elected one of the top 100 Spanish women in managerial position by SAMHOUD the Dutch Consultancy company.

She speaks Spanish, English, French and Italian.

< Back to Index



Mariola Cabas
Exce Consulting Group

Mariola Cabas has been a board member and the head of Public Relations of Exce Consulting Group since 2002. Exce Consulting Group is a consulting media holding company that has transformed the way its client approach Marketing, Media Production and Communications. Despite the current recession, Exce Consulting Group is steadily growing thanks to its creative solutions applied to a widely diversified portfolio.

She is the Editorial Vice President of Taxi-Magazine, the first worldwide magazine and advertisement platform focused on taxi clients as consumers. She is also Co-founder and CFO of Rentima C. B., an asset management company focused on the development of commercial real estate.

Mariola co-founded and worked as CFO in Pizza Queen. growing the concept of fast food franchising from a family business to a corporation with 100+ points of sale.

Beyond her entrepreneurial activities. Mariola participates in initiatives like Icade Business Club, Management Spanish Association (AED) and other forums to support the role of women in business. Furthermore, Mariola also supports other social causes, such as charity marathons.

Mrs. Cabas holds a business degree from Pontificia Comillas University (E2-ICADE).

< Back to Index

Concha Castillejo
CORE

Concha founded CORE in March 2009. CORE is carrying out business consultancy and transaction advisory.

Born in Valencia in 1966, she graduated in Law from the University of Valencia in June 1989 and is MBA from the University Antonio de Nebrija. She has done postgraduate and doctorate courses having the Certificate of Research Proficiency. She is fluent in Spanish, English and German.

She commenced her professional career in 1989 as commercial director in a newspaper and continued first as a lawyer during eleven years and after with positions in different companies and in several activities and sectors. She has been a member of the Board of Directors of a large number of companies including a real estate listed company, and has performed duties of high responsibility (General Management) in companies of different sectors.

She has a sound experience in management, financing (syndicated loans. asset and corporate finance), M&A, advisory services for companies in Spain, Brazil, Dominican Republic, Mexico and USA and transaction advisory, specialized in corporate jets and singular assets

< Back to Index

Gemma Cernuda i Canelles

Peix&Co

Holds a Master's degree in Communication Management (University of Barcelona, Spain) and two Diplomas from the Columbia Business School, New York. She has created leading Spanish market brands, such as "La Sirena" frozen foods.

She is a Marketing to Women consultant, writes on branding for publications and takes part in several radio programs. Vice President of the Advertising Business Association (Associació Empresarial de Publicitat) from 2008 to 2010.
President of the Board of Directors of Asociadis de Inversiones SL since 2007 (www.asociadis.com).
Founder and Associate of Peix&Co; www.peixandco.com the first Marketing to Women company in Spain.

Her fourth book will be released in May in the Spanish market; GRACIAS (Plataforma Editorial, 2012)
She has also created the Manifesto of Feminine communication
Gemma Cernuda is the authoress of the first blog in Feminine Communication in Spanish; Ellas Deciden www.ellasdeciden.com
Feminine communication is based on VALUES. And such values, once strategically put across through our marketing, communication and branding action, will bring about an innate acceptance of the feminine target and of the feminine side that we all, as human beings, have. It is an inclusive, transparent, emphatic, complicit communication... and it reinforces "the importance of being GRAY". (Neither black nor white)

< Back to Index

Christiane Dominguez Chemel
Chemel's Decoration

Founder and owner of her company, Christiane Dominguez Chemel has developed an international profile, Born in Biarritz (south of France) with Spanish origin, she lived in UK and the USA. she is living now in Paris.
After a degree in psychology in Berkeley (California), she obtained a PhD in psychology in Paris University - La Sorbonne and a MBA in IAE (Institut d'Administration des Entreprises) in Paris. She began a career in human resources in Air France, and eventually founded her own business in 2000 in Paris, developing since then her leadership and entrepreneurship in real estate business context.

CHEMEL'S DECORATION has been created in Paris in 2000 and operates since then following a continuous development scheme. The company profile from the beginning has been in buying, renovating and renting flats located specifically in central and prestigious places in Paris, Biarritz and French Riviera, previously in New York, featuring modern design and deco. New development perspectives are in the making in Florida, Cayman Islands and Bahamas.

< Back to Index

Margarita De Cos
WWF Spain

Margarita de Cos is the Major Donors Manager for WWF Spain (World Wildlife Fund) since 2005. Previously she worked in the private sector, being member of the Board of Directors of several Spanish companies, and held different executive positions such as Director and General Manager of Fábrica Española de Confecciones, S.A. (manufacture of military uniforms), Manager of energy developments in FECSA (electrical company of Cataluña). Manager of corporate and foreign investment in Bufete Soler Padró (Law offices) and Managing Director of INAC, S.A (Clinical laboratory firm).

At present she remains as Director of Rainsoft SL (IT & Software development). Ms de Cos is "Licenciada" in Political Sciences (Madrid) and has a Master in Economics (M.A.) (Ottawa.Canada). She is member of several management Associations (AED/CEDE, EPWN, IC-A, IWF) and of the International Planning Committee (IPC) of the Global Summit of Women. Ms. De Cos was born in León, Spain (1951), is married and has 2 children and 5 grandchildren.

< Back to Index

Estíbaliz Gállego Longás

Nutreco España

Estíbaliz Gállego Longás works as a Legal Manager & General Secretary in NUTRECO ESPAÑA, S.A., which is the Spanish holding company and the parent company for the NUTRECO GROUP in Spain and Portugal.

She holds a Law degree from the University of Deusto. Master´s degree in Business Law from Instituto de Empresa (I.E.), the Diploma for Corporate Governance program by the Institute of Directors and Managers (I.C.A.), Master´s degree in Corporate Social Responsibility by the Pontifical University of Salamanca, superior technician in prevention of labor risks and accountability analyst.

Further, she is a member of the Madrid Bar Association, Institute of Directors and Managers, Iberian Lawyer, Association of Corporate Counsel (ACC Europe).

< Back to Index

Irache Gamen

Daimler AG

Irache Gamen, Executive Assistant to the Vice President of Chassis, Safety and Telematics, Mercedes-Benz Cars / Development, DAIMLER AG
Born in Barcelona in 1975 Irache Gamen graduated in Chemical and Process Engineering at the University of Barcelona and the Technical University of Munich. She holds a Masters in Business Administration and Marketing from the Spanish University UNED.

Irache Gamen has developed her professional career at Mercedes Benz in Germany, joining 13 years ago. Fluent in Spanish, English, German and French Irache Gamen has been working in international projects within the company and in cooperation with the main OEMs worldwide.

Her experience at Daimler includes several divisions: material research, production quality, after-sales support for the MB Organization in the US/ Canada, purchasing of high voltage batteries for electrical and hybrid drive and safety development.

She is a member of several management associations as EWMD and EPWN and supports actively the initiatives of the German Association of the Automotive Industry (VDA), the association of German engineers (VDI) and the German Federal Ministry of Research and Technology (BMBF) to help increase the number of women in technical areas.

< Back to Index

Rosa María García
Siemens

Rosa María García is President of Siemens in Spain and CEO of Siemens, S.A. from October 2011. Previously, she has had a long career at Microsoft, holding different managing positions such as Technical Support Manager in Microsoft Ibérica, followed by Corporate Strategic Manager at Microsoft headquarters in USA. After that she was then appointed President of Microsoft Iberica and Vice President of Microsoft Western Europe for the new Division Consumer Goods & Online.

Currently, she is also Board member of Banesto (Bank) and Bolsas y Mercados Españoles BME (Spanish Stock Exchange).

Ms. García has a degree in Mathematics: she is member of the Forum Alta Dirección. She has been honored several times. Some of the awards, she has lately received are Female Manager Award (FEDEPE), Manager of the year (AED) and Female Manager (ASEME).

Ms. García was born in Madrid (1965), she is married and mother of three children. She enjoys her free time together with her family.

< Back to Index

Carolina Godayol
History Channel Iberia.

Carolina Godayol is the Managing Director of The History Channel Iberia, producer, creator and distributor of 3 pay Tv channels: HISTORIA, BIO and Crime and Investigation.

Carolina was the MD of NBC Universal Iberia and led the growth of the I channel operations to 4 channels including an HD service for Portugal. Over the past 18 years.

Carolina has been playing key executive roles on the pay Television industry, with responsibility over the teams in Spain, Portugal, North and South America.

She was also a leader at Showtime Networks Int'l, Panda Channel and BRB International. Her vast experience includes executive production for block buster films, animation series and marketing for television. She has a PhD in Audiovisual Arts, AMP by Insead a Master in Media Business Management and a degree in audiovisual arts.

Carolina was born in Venezuela, moved to Spain 20 years ago and is the mother of a 8 year old boy named Guillermo.

< Back to Index

Begoña Gosch
Outkom

Begoña is a communication and marketing professional with over twenty years of experience. In 1999, she became an independent communication consultant and established OutKom Comunication, a company dedicated to provide services, such as: event management, media and institutional relations, multimedia tools development, etc. Prior to that and over ten years, she was Manager Corporate and Marketing Communication of Amadeus, the world's leading travel booking and technology system.

In 1984, she moved to Stuttgart, Germany, where she was responsible for establishing and handling the International Media Relations division at Porsche's world-wide headquarters.

After four years in Germany, Begoña transferred to Porsche in Spain to become Director Public Relations.
managing the communication activities for Porsche in this market as well as for the Scandinavian car manufacturer, SAAB.

She started her career as Public Relations Officer at BMW Ibérica (BMW's Spanish subsidiary).

Begoña is married to José María Izard and has two sons, Gonzalo (17) and Aldo (15).

< Back to Index

María José Juarros Alcalde

USP Hospitals

CFO of USP Hospitals since July 2011, Spanish leader in the private hospital sector which has been sold during the first quarter of this year to a British Capital Venture Firm Doughty Hanson.

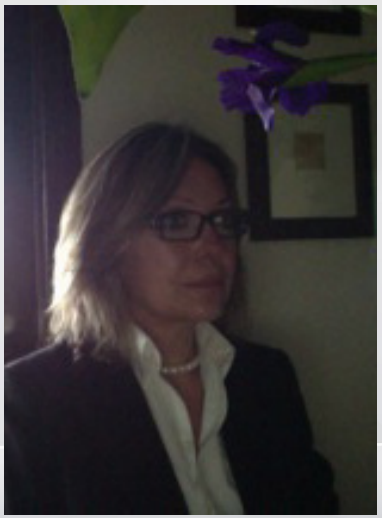
Previously CFO of Private Equity backed business in Dematic Logistics for Southern Europe and Mercosur Hub, and in KA International. Prior to that Finance Director of Sephora Iberia and AloComunicaciones and Controller in Bull and Continente.

Extensive international experience within Europe and LatinAmerica (expat in Paris, Cologne and Bangalore.)

Business Administration Degree from Comillas University (ICADE), Tax postgraduate at IMF and GSMP from Chicago Booth and I.E.

Mother of two teenage boys. Enjoys travelling and spending time with family and friends.

< Back to Index



Maria Rodriguez M is quality and environment consultant.

It has developed part of her professional career in Telefónica, 10 years occupied the position of Director of Quality and Environment and during 4 years the Director of Organization.

She has held positions of technical responsibility and management in radiological protection and nuclear safety in the AEA (Atomic Energy Agency) and in the Ministry of Labour.

Degree in chemical engineering by the University of Kansas (USA), MBA from IESE (Spain), doctoral course in Industrial Organization by the Superior Technical School of Industrial Engineering (Madrid, Spain).

Speaks english and french. Member of EPWN (European Professional Women's Network).

María del Rosario Rodríguez
AEA

< Back to Index

Ana María Llopis
Ideas4all

Prominent business executive and online entrepreneur, founder and CEO of ideas4all. She founded Openbank Spain's first Internet banking company, and is currently non executive Chairman of the Board of DIA and non executive Director for Société Générale and Service Point.

She is a founding member of the Board of Directors of Uplaya.com Polyphonic, a start-up in the field of music innovation, and of the International Women's Forum in Spain. Vice-president of the José Félix Llopis Latin American Art Foundation and member of Ashoka Spain's Advisory Board, she was also part of the Advisory Board for Electronic Administration in Spain's Ministry of Public Administration between 2006 and 2010.

She has a PHD in Materials Science from UC Berkeley, and graduated in Physics and Mathematics from Maryland University, Suma Cum Laude. She has been a non executive director for BAT, ABN AMRO and Reckitt-Benckiser, and has held management positions in P&G, Playtex, Schweppes, Banesto and Grupo Santander.

She is committed to promoting women's advancement, especially at top management position and Board participation.

< Back to Index

Regina Llopis
Group AIA

Founder CEO of Group AIA artificial intelligence software consultants (USA Subsidiaries: EleQuant, Gridquant). Founder of Poliphonic HMI and Music Intelligence Solutions.

25 years of Industry Experience transferring basic science to industry. Recipient of awards including Ascamm Innovation Business Award 2010, 2009 top 100 personalities El País newspaper, Spain. Member of IWF, IEEE.

15 years of Academic Experience: UC Berkeley, Universidad Simón Bolívar Caracas, Spanish Foundation for Science and Technology Advisory Board, Barcelona Scientific Park Foundation Manager.

Mathematics BS High Honors Maryland University, MSc & PhD in Applied Mathematics UC Berkeley, IESE and Kelloggs Business schools alumni.

< Back to Index

Antonia Trillo-Figueroa
Arcona Iberica

Antonia Trillo-Figueroa is a visionary thinker with a high entrepreneurial acumen. Her professional focus is to approach new business challenges with her intrinsic flair for innovation, creative problem-solving, high-energy personality and effective goal management skills to either lead the formation of start-up companies or drive bottom-line improvements of already existing businesses.

In 2010 she joined the Spanish real estate company "Arcona Iberica, S.A.". One of her current projects includes the planning and execution of a large business park in south of Spain, with an overall footprint of 3.000.000 m2 and with 1.600.000 m2 of buildable area.

In addition she serves as the director of another company, leading the planning and execution of strategies to foster enhanced awareness of the company's products and services, improving overall management and organization and boosting the company's sales. She is also currently leading the start-up of a new software company dedicated to providing efficient energy saving solutions.

< Back to Index

Julia Lopez works for American Express as Director of Merchant Services EMEA where she has held different senior leadership positions in the Premium travel and Merchant services areas. Prior to joining Amex. she spent 11 years in the sales area with Randstad and Azkar where she assumed positions of increasing responsibility.

In 2009 she started the program Women Interest Network (WIN) in Spain to foster leadership for women at American Express. She is a board member of EPWN (European professional women network) Spain responsible for Corporate Partners. Julia holds a Business degree in Universidad Complutense de Madrid, has a PDD program from IESE and is a Chatered Director by the ICA.

Julia Lopez
American Express Spain

< Back to Index

Gloria Lorenzo

Oracle

Gloria Lorenzo, Director Language Solutions, European Development Center, Oracle (Spain)

Born in Madrid, Gloria Lorenzo developed most of her professional career outside Spain. She has lived in Ireland. Italy and US where she worked at technology companies including Corel Corporation, Logos Italy, Lotus and Oracle Ireland. In 1999 she joined Siebel Systems Ireland where she was part of the founder's team that built the Globalization Engineering group. She moved back to Spain at the end of 2003 and joined Oracle again as part of the Siebel acquisition. She has specialized in Internationalization and Localization in Software Design and is co-author of a patent registered in California and UE about Internationalization of products. She held senior positions in the areas of Engineering, QA, Performance Engineering and Project Management.

Currently she is Director of Language Solutions, responsible of the quality of all Oracle products in language versions, managing a worldwide organization spread across 33 countries. In 2009 she started the Oracle Women's Leadership program (OWL) in Spain to foster leadership for women at Oracle. She is also part of the OWL Thought Leadership team for Oracle worldwide, Comms Manager for the Spanish Delegation of the Global Summit of Women, Advisor to the President's Office of the Federation Board of EPWN and certified member of ICA, Institute of Directors of Spain.

< Back to Index

Maite Malvido

Maite Malvido is a Career and Business Coach. Specialized in transitions. she works with MBAs and Professional Women re-launching their careers after a break. starting a Business, or who want to move to a different level.

She holds an MBA by IESE Business School, a Degree in Economics and is a Certified Coach of the CTA. And member of the ICF. With 15 Years experience in Corporations, small Businesses and the start-up of two Technology based Companies. She is still a partner and adviser for one.

An Entrepreneur by Heart helping Women getting their talents recognized is her most passionate Adventure. Her Motto is don't be satisfied with just a bit, go back fully.

In addition to working with individual clients. Maite created a variety of Virtual and Life Programs.

Her company is located in Antwerp, Belgium where she lives with her husband and two children.

< Back to Index

Brenda McCabe
InfiniaSolar, S.L

Brenda McCabe (Director of InfiniaSolar, S.L and member of Infinia Corporation´s Commercial team www.infiniacorp.com.) joined Infinia in 2008 and is responsible for business development Southern Europe; Israel and North Africa; institutional relations and oversees the Madrid office. Prior to joining Infinia, Brenda spent over 16 years at McKinsey and Company as a consultant largely working in M&A in Europe. As Director of Strategy Development & Customer Solutions at AstraZeneca she was member of the management team (4th among the top 10 pharmaceutical companies, listed on the NY, Stockholm and London stock exchanges). Brenda also was part of the management team of KA International brought in by Mercapital, a Spanish venture capital firm, responsible for business development for worldwide operations.

Brenda has a B.A. Spanish: B.S. Business administration and an MBA from the University of Chicago Booth Business School. Brenda is a US citizen residing in Spain for over 25 years. She is a mother of two children.

She is member of actually the President of Chicago University alumni club in Spain, AED, Rotary Club and founded 10 years ago a professional women´s club Club26. She is passionate about renewable energy, diversity and incorporation of women in management positions. Over the last 2 years. she has collaborated with CWIBAN, University of Chicago Booth Business school´s group to increase the number of female students that decide to attend Chicago Booth MBA program.

< Back to Index

Rébecca Michelot
CONINCO

Rébecca Michelot is in charge of the Private Wealth Management Department of CONINCO Explorers in finance.

She worked for five years in the sector of aviation and the following ten years with WWF International, where she was involved in the fundraising department. Rébecca Michelot was in charge of the circle of major donors and has developed over the years an international network of high-level personalities. She has created the concept and the implementation of the prestigious platform of international events like the Panda Ball in Switzerland, Monaco and Singapore in order to raise funds for the organization.

The philosophy of CONINCO Explorers in finance in the area of socially responsible management is particularly close to her heart.

Languages: French, English.

< Back to Index

Rosa joined Baker & McKenzie -leading global Law Firm- in May 2006. She is Team's Director of the Corporate and Real Estate Department in Barcelona where she has held different senior positions. Prior to joining Baker & McKenzie, Rosa worked in the Corporate and Real Estate department in Mullerat, leading Law Firm in Spain. Rosa joined Mullerat as junior and became senior 3,5 years after.

She is focussed on Real Estate, M&A and Corporate and has extensive experience working with local and internacional companies.

Rosa has aLaw Degree by the University of Barcelona (1989-1994) and a LLM on International and European Law by the K.U. Leuven University (1995-1996)

Rosa Modrego
Baker & McKenzie

< Back to Index

Luz Otalvaro

Accenture

Senior Executive of Accenture Madrid which has been working at for the last 14 years. Luz has a degree in Computer Science from Universidad EAFIT in Medellin, Colombia. She also has a Master of Science Degree in Decision Sciences from the Westminster University in London, UK.

Luz's primary experience is in supporting international clients in the design and delivery of large-scale programs covering business process reengineering, system building and application maintenance components.

Luz's skills spans from Logistics & Distribution to Manufacturing with a particular focus on SAP domain in which she is a practitioner since 2003. Luz is leading the Consumer Goods Industry Solution Center in Madrid providing services to multiple CG&S international clients.

Luz likes diving, jogging and dancing; loves travelling and meeting people all around the world.

< Back to Index

Mercedes Pascual

Alares

Mercedes Pascual, Spanish, started her professional career working for an US multinational company of the iron and steel sector, where she became Representative for Spain, France and Portugal.

Furthermore and for ten years, Mercedes developed her career at Alta Gestión, a company dedicated to Human Resources Services, where she began as a Franchise Holder, continued as a Division Director and wound up as Regional Director, managing 10 offices in Spain.

For the last 5 years, Mercedes is the Commercial Director of the Group Alares. which integrates 2 Foundations and 3 companies. Alares Group is focused on disabled people integration into the labour market and on services to improve people's life quality.

She speaks in English and French fluently

< Back to Index

Since 1987, CEO & Founder of Pérez Castellanos Law & Business Consultancy. Our company specializes in corporate services and company formation in the luxury and retail market for over 25 years. We create opportunities for our clients to turn an idea into a successful business
1979 -1987

Corporate Lawyer providing tax and legal advice for KPMG Spain and later as an independent business consultant to international companies.

Master´s Degree in Corporate Law at Centro de Estudios Tributarios y Económicos.
Bachelor of Laws (LL.B) from San Pablo-CEU University, Madrid

Member, Global Summit of Women
Promotes Women´s entrepreneurship

Inmaculada Pérez Castellanos

Pérez Castellanos Law & Business Consultancy

< Back to Index

Marta Pérez Dorao
LaYomba

Marta has worked as business and IT lawyer for more than 25 years, and has been General Counsel and Member of the Board of Directors and Secretary to the Board to two multinational software companies for the last 15 years. As responsible of all legal matters of both companies, she was in charge of all the corporate projects as IPOs, M&A, investors relations and market authority relations, etc. As Legal Department Director, she managed all the international negotiations, agreements related to the business and also employment contracts, intellectual property etc. Currently she owns a Legal consulting firm, Layomba (Spain and Colombia), and is partner at Women In Business, a diversity consulting firm.

She works with European companies to open up business in Latinamerica. and she also is the representative for Spain of the Free Trade Zone of Bogotá.

She actively works for the women´s professional development through several business women associations, as European Professional Women´s Network, for which she co-organized the first gathering of European business women in Madrid last year, and currently she is the President of the Madrid branch of Business Professional Women International.

She has been speaker in several Forums both in Europe and USA.

Currently she is engaged in organizing the First Latinamerican Women Business and Leadership Forum in Bogotá, Oct 2012.

< Back to Index

Maria Rosa Pons i Vilarasau

Ajuntament de Barcelona

Maria Rosa Pons i Vilarasau (1968) is currently the Secretary of the Barcelona's Women Council.

After studying in Toulouse (France) and Kiel (Germany) she graduated in Law at the University of Barcelona. As lawyer she is experienced in Company Law, Competition Law and Advertising Law. She is fluent in English, French and German.

For 9 years (2001-2009) she was in charged, as Managing Director, of the Spanish Business-to-Business Publishers Association, where she currently holds the position of International Affairs Manager. She is also senior lawyer at Xavier Pareja Advocats and member of the Executive Board and the Board of Directors of OJD-Introl.

Maria Rosa is married and mother of 3 lovely and naughty kids.

< Back to Index

Elizabeth Trallero

Congost Plastic, S.A.

Economist, MBA, speaking 7 languages and travelling minimum 30% of her time, has 30 years' experience in management in industrial, high consumption and services companies.

After working 10 years in Marketing in multinational companies (Clorox, Cinzano, Pernod Ricard, Sealy...). Nowadays, general manager and CEO of a family owned companies group in different business sectors like promotional gifts, artificial plants and flowers, scents and perfumes...CEO of Congost, a Spanish leading company manufacturing and distributing plastic products for maintenance.

Academically, Professor of global marketing and international business, as well as Coach and Mentor of successful managers. Also a board member of the Spanish Managers' Association and other established companies and institutions in the country.

Living in Barcelona, married with three sons, is also president of the EWMD (European Women's Management Development International Network) in Spain and other Professional Women's Associations at a national and international level.

Currently, preparing a book as co-author of "Business Protocol & Etiquette" to be published in 2012. At the same time collaborates with the project of Ana Seminars in Cyprus, which is a company based in Limassol that offers seminars combining business etiquette, Business English and training sessions.

< Back to Index

Born in 1977, Francina Vila i Valls is from 2010 the City Councilor of Women and Human Rights at the Barcelona's City Council and Executive Councilor of the District of Horta Guinardó.

She has a Degree in Law from the University of Barcelona. Although she began her career in the private sector she has always been interested and involved in politics. As member of Convergència Democràtica de Catalunya she has been the spokeswoman of her party in many different levels and subjects. such as Enterpreneurship, Employment, ICT, Cooperation, Youth, Research and Innovation.

She is fluent in English.

Francina Vila i Valls

Ajuntament de Barcelona

< Back to Index

Núria Vilanova Giralt
Inforpress Group

Núria Vilanova is the founder and president of Inforpress Group, the largest communications consultancy in Spain, with a team of 190 people. It also has offices in Portugal, Brazil, Colombia and Chile. Degree in Journalism and PADE IESE, she is also founder and co-chair of the Forum Governance and Ownership, in collaboration with IESE-IRCO, and the Observatory of Internal Communication and Corporate Identity, in collaboration with the IE.

Among the awards she has received in recent years include:
IWEC Award 2009, International Women Entrepreneurial Challenge, Women Entrepreneurs Fidem Award 2008 and FEDEPE Award for Women Entrepreneurs 2007.

Núria Vilanova is also vice president of AHK (German Chamber of Commerce in Spain), full member of the Chamber of Commerce and Industry of Barcelona, a member of the boards ADEFAM (Family Business Association Madrid), Círculo de Empresarios, IWF (International Women's Forum) and DIRCOM (Association of Managers of communication) and Patron of the FIES Foundation (Foundation Institutional Spanish).

< Back to Index

Alicia Yúfera

Ulled Associates

Alicia Yúfera has a degree in Economics and Business Sciences from the University of Barcelona and holds a diploma in Business Management from EADA. She also carried out the PADE (High Management Program) from the IESE Business School.

She began his career in Henkel Ibérica where she held various positions in the marketing department. After 8 years, she moved on to Sanitas where she began as Regional Development Manager. After 5 years she was appointed General Manager of Robresa (company acquired by the Sanitas group) and end up being the Regional Manager for Catalonia, Aragon and La Rioja.

After 12 years in Sanitas, Alicia had an experience of 3 years as Head Hunter in Heidrick & Struggles, to later return to the executive line as General Manager of the Funeral Services in Barcelona, where she spent 2 years.
Since October 2011 she is the Business Development Manager in Ulled Associates, company where she is Counselor since 2004.

Alicia is also a member of the Advisory Board of "Foment del Treball" (Trade Association)

< Back to Index