



MARTHA SOTO ZERMEÑO

Was born in Mexico City, where she studied Hotel Administration, and a Masters Degree in Merchandising and Advertising. She has been married for 5 years, has a 2 year old boy and is expecting the second one this year.

Along her professional development, she worked for Insurance Company in Mexico, called Seguros Monterrey Aetna, as Special Events Manager, where she had the responsibility of organizing the conventions and work seminars for more than four years. After that she was National Sales and Merchandising Manager of Starwoods Hotels in Mexico (Sheraton and Westin Hotels), she was in charge of promotions and advertising. Now a days she works as a University Teacher in the Hotel Management and Merchandizing department, and is beginning to explore the entrepreneur world, making her own business.

Her career within BPW started in 1996, in that time she has had many posts in her Club, including being President, in the State Federation she is Secretary of correspondence and in the National Federation she is in charge of the Information Technology Commission. As a Young BPW, she worked in the organization of the 1st. Young BPW meeting in Acapulco, and has participated in the 2nd. Meeting of Bangkok and during the International Congress in Australia, she has been elected Young BPW representative for Latin America.