



BLANCA TREVIÑO

PRESIDENT & CEO

Blanca Treviño is President, CEO and cofounder of Softtek, a global company dedicated to helping organizations evolve through technology. Under her management, Softtek has become the leading global IT services company in Latin America with a presence in the Americas, Europe and Asia. In addition, the company has obtained recognition from Gartner and Forrester Research as the only non-Indian provider that represents serious competition for the US market.

Blanca serves as Co-chair of the Partnership for Central America, an initiative supported by the Vice President of the United States. Since 2018, she has held the Vice Presidency of the Mexican Business Council, which brings together the largest companies in Mexico. She participated for 15 years as an Independent Director of Walmart Mexico as well as foreign companies such as Goldcorp and state-owned enterprises such as the Federal Electricity Commission (CFE, for its Spanish abbreviation).

She is currently a Director at the Mexican Stock Exchange, Grupo Lala and Altan Redes (state-owned telecommunications company in Mexico). Blanca is a member of the Advisory Council of the MIT School of Engineering as well as the Americas Society and Council of the Americas and the Ibero-American Council on Productivity and Competitiveness, as well as various universities including her alma mater, Tecnológico de Monterrey (ITESM).

Due to its trajectory of more than 30 years, Blanca has gained international recognition as a promoter of the IT services industry, in and from emerging countries, which is why she has collaborated with different governments in the definition of strategies aimed at increasing the participation of Latin America in the field of technology services. She has positioned Softtek as a key player for Mexico to open its doors to the United States as an IT service provider, shaping what is now known as Nearshore, a Softtek trademark and term widely used in the industry to define outsourcing services provided from nearby countries.

Blanca has established herself as a frequent speaker at national and international forums related to entrepreneurship, IT and the role of women in business. She has been a speaker at forums such as the World Economic Forum, World Bank, InterAmerican Development Bank, Kellogg School of Management, Harvard Business School and London Business School, and was named a "Rising Star" by Fortune magazine. She has also been featured on the cover of Forbes Magazine and was invited to participate in CNN's "Leading Women" TV series.

Originally from Monterrey, Mexico, Blanca completed her bachelor's degree in Computer Science at the Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM).