



## BLANCA TREVIÑO

PRESIDENT & CEO

Blanca Treviño has been leading Softtek as President and CEO of Softtek since 2000. Under her leadership, Softtek has become the leading information technology services company in Latin America.

Throughout her 30-year career at Softtek, Blanca has gained international recognition as a promoter of the IT services industry in and from emerging countries. To help increase the participation of Latin America in the IT field, Blanca has collaborated with various government administrations in the early strategies of development.

As President, Blanca has positioned Softtek as a key component for opening the doors from Mexico to the United States as a provider of IT services. This shaped what is known today as Nearshore, Softtek's trademarked delivery model, and a term widely used in the industry to define outsourcing services provided by countries within close proximity.

Blanca is an active board member of Walmart Mexico, Grupo Lala, became the first woman appointed to the Consejo Mexicano de Negocios, A.C. She is also a board member of associations such as MIT School of Engineering Advisory Council, The Trilateral Commission, Mexican Stock Exchange, Americas Society and Council of the Americas, Consejo Iberoamericano para la Productividad y la Competitividad (Iberoamerican Council for Productivity and Competitiveness), as well as prominent regional universities including Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM).

Blanca is a frequent presenter in international forums related to entrepreneurialism, IT and the role of women in business. She has spoken at conferences for the World Economic Forum, World Bank, Inter-American Development Bank, Kellogg School of Management, Harvard Business School and London Business School and was named a "Rising Star" by Fortune Magazine, has appeared on the cover of Forbes Magazine, and was featured in CNN's "Leading Women" series. Beyond the IT industry, she is identified by several media publications as one of the most influential executives in Mexico and Latin America.

Originally from Monterrey, Mexico, Blanca studied Computer Science at the Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM).