



BLANCA TREVIÑO

PRESIDENT & CEO

Blanca Treviño is the President, CEO, and cofounder of Softtek, a global IT services company helping organizations evolve through technology. Under her leadership, Softtek has emerged as the leading IT services provider in Latin America, with a presence in the Americas, Europe, and Asia. The company has been recognized by Gartner and Forrester Research as a serious competitor in the US market, despite being the only non-Indian provider in the sector.

Blanca serves as Board Member of the UN Global Compact. Previously, she was Co-chair of the Partnership for Central America, an initiative supported by the US Vice President. In 2018, she became the first woman appointed to the Mexican Business Council, representing 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, 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, Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM).