



MARTHA VARELA

México, City mvarelaus@yahoo.com 044 55 1800 4486 – (521 55 1800 4486 international)

Projects Development - Strategic planning - Management & Control
Efficiency ♦ Executive Leadership ♦ Effectiveness
Mexico´s Official Speaker in International Forums

PROFESSIONAL EXPERIENCE

PRESIDENTIAL CAMPAIGN FOR P R I - MEXICO´S POLITICAL PARTY (2012)

Coordination in International Affairs

Link with Entrepreneurs of Tourism, coordination in strategic alliances and actions.

ACCEDA ESPAÑA & MEXICO (project 2012-2013)

DIRECTOR OF MARKETING & PR

Business Consulting company implementing strategies to establish Corporate synergies in the creation of a "Smart City" as a business model for innovative solutions to be implemented in real technology in a multisectorial basis, Union of intangible solutions carried to the tangibility in innovative technologies in the field of multisectoral, Government at the Federal, State and Municipal levels.

TCG - TRADE FINANCE GROUP

DIRECTOR REGIONAL CONSULTANT (2008-2012) International Banks & Investment Funds-Representation in Mexico

GOVERNMENT EXPERIENCE

CALIFORNIA TRAVEL & TOURISM COMMISSION – USA

DIRECTOR FOR MEXICO (2007-2008)

Creation and Implementation of the Strategic Business Plan

MINISTRY OF TOURISM OF MEXICO – MEXICO TOURISM BOARD EUROPE

DIRECTOR FOR FRANCE, BELGIUM, LUXEMBOURG, MONACO, THE NETHERLANDS & SWITZERLAND. Diplomatic Status:

Counselor for Tourism (2004-2007)

MINISTRY OF TOURISM OF MEXICO – MEXICO TOURISM BOARD USA

REGIONAL DIRECTOR IN CHICAGO FOR THE US MIDWEST REGION & LEADER FOR THE BUSINESS SEGMENT – MEETINGS,

CONVENTIONS, CONGRESSES AND INCENTIVES FOR THE USA (2001-2004) Illinois, Indiana, Michigan, Minnesota, Missouri, Nebraska, Kansas, Ohio, Iowa, North & South Dakota and Wisconsin φ US Diplomatic Status: Consul

PRIVATE SECTOR EXPERIENCE

RR DONNELLEY CHICAGO

MARTHA VARELA mvarelaus@yahoo.com MEX 044 55 1800 4486 - INT´L 521 55 1800 4486

MEXICO'S REPRESENTATIVE (1994-1997)

Advertising and Communications strategies implemented for Procter & Gamble, Volkswagen, Lusacell, Mattel, among others.

OM Communication**BUSINESS ASSOCIATE (1983-1993)**

Corporate Communications, Political Strategies on Image and Communications Planning

AIR FRANCE

(1974-1982) Public Relations & Marketing Manager

Responsible for the creation of "Club des 2000" & Strategic Communications Plan to Launch the Concorde in Mexico

GENERAL SKILLS EXPERIENCE

Project Management

Marketing

Commercial Strategies

Branding

Communications & Public Relations

Operational business performance

Tactical planning

Diplomatic international knowledge in negotiations

Entrepreneurial and innovative attitude

Close collaboration with other business units

Ability to detect opportunities

Creativity to implement them

- International Leader launching key strategies to attract International Congresses, Conventions & Incentives.
- Integrated Marketing strategies implementation. Managing full country for international branding
- Coordination of Advertising Campaigns planning & international launching
- PR / Communication Plan for crisis communications activities-support country management in media interactions.
- Business Planning
- International brand building image for Mexico
- Diplomatic relationship representing Mexico in the US & Europe
- Positioning all destinations in Mexico in a sales oriented international special planning
- Official Speaker for Mexico at International Forums
- Implementation of coordinated actions for global Public Relations programs.
- International agreements of collaboration between countries in the tourism field.
- Participation of Mexico in Conferences, Seminars, and diverse Trade Shows for Tourism in main International Forums.
- Investment negotiations on tourism projects. Activation of HQ and Business Unit initiatives.
- Finance advisor
- Projects' development between the public & private sector
- Evaluation & Impact – ROI
- Advertising programs tripled through negotiations with co-partners
- Development of destinations – advisory programs, educational programs, promotional, economic & technical strategic actions
- Negotiations to increase air connectivity
- Development of key segments to increase the expenditure per tourist
- Consultancy towards the tourism industry to develop the internal offer according to the trends of the international

demand

- Commercial Intelligence developed for identified opportunities in order to develop new programs based on the country's planning, including social and environmental projects related to tourism.
- Strategic coordination with environmental organizations on projects for protected areas.
- Planning for commercial missions for the Mexican Government.
- Creation, implementation, and development of the Tourism Advisory Board, integrating private & public sector analysis with key co-partners.

KEY ACCOMPLISHMENTS

Europe - France, Belgium, Luxembourg, Monaco, Netherlands & Switzerland

- Strategies implemented in France to achieve the Top Five International Visitors to Mexico- Increase of 10% per year
- Jurisdiction including 6 countries in Europe, was positioned as the First generator of European tourists visiting Mexico
- Increase of 102% of the average expenditure per tourist.
Source SIIMT Department of Tourism Statistics 2007 and Euromonitor
- Promotion on Tourism Investments. Analysis and government facilitation
- International Trade Shows:
 - Deauville - France Top Resa
 - Monaco - Monte Carlo Travel Market
 - Cannes - ILTM Luxury Travel
 - Brussels – EMIF
 - Paris - Bedouk
 - Montreux, Switzerland - TTW
 - Marseille, France - International Fair in Marseille
 - The Netherlands - Tourism Shows
 - Luxembourg – Tourism Shows
 - Cannes & Biarritz – Special Promotion Events of Mexico in Art Exhibitions & Cinema Festivals.

Relationship with the local Media in each country.

Increase for budgets in advertising campaigns by negotiations held with tour operators in co-partnership with Mexico.
Communication strategic planning & Crisis management.

SPECIAL STRATEGIES IMPLEMENTED IN EUROPE

Direct actions, TV transmissions, and Media awareness obtained

France

Football World Cup 2006 - France-Mexico game at "Stade de France. Zidane's Paris farewell from football. 9.6 million people influenced worldwide

The Netherlands

Formula 1 Race promotional program, International TV impact

Paris

Galleries Lafayette, second most visited place in Paris, 6 months strategy – Mexico's image concept "Le Mexique est à la Mode" & "Mexique Chic" promotions in order to increase tourists as well as the average expenditure on traveling to the country.

Paris

Branly Museum Opening promotional strategy to thousands of daily visitors.

France & Switzerland

Evian Golf Masters. Promotional actions with Lorena Ochoa ranked as one of the best golf female int'l players.

Marketing impact in conjunction with heavy European sponsors. Golf events in Deauville.

International Congresses lobbying actions results:

- 2006 - Foro Mundial del Agua, Mexico City (100,000 attendees)
- 2006 - FITS Congress - Sustainable Tourism Forum, State of Chiapas (10,000 attendees)
- 2008 - Pediatric Cancer Annual Meeting, State of Jalisco (500 attendees)
- 2008 - World STD-AIDS Congress IUSTI World General Assembly, Mexico (80,000 attendees)
- 2011 - Pediatric Cancer World Congress, State of Jalisco (30,000 attendees)

Increase on Connectivity. +20% increase on flights from France, Switzerland, Belgium and the Netherlands

Editorial projects. First Guide of Mexico for the - Meetings, Congresses and Conventions, for the French speaking market in Europe.

Coordinated actions with Embassies & Governments & Official Entities, national and international.

SPECIAL STRATEGIES IMPLEMENTED IN USA

- **Leadership** positioning Mexico on the Business Segment in the US
- **Meetings, Congresses, Conventions and Incentive Market.** Los Cabos, Puerto Vallarta, Cancún, Mexico City, As key destinations for the business segment
- **Incentive market** increased in volume and presence in Mexico, Registered, and official statistics on the increase of the travelers' average expenditure.
- **International Forums** to create awareness of Mexico, as preferred traveling country. ASAE, MPI-Meeting Professionals International, SITE- Society of International Tourism Executives, and US-Mexico Chamber of Commerce
- **Implementation E-learning program** with MPI-Meetings Professionals International for the Mexican tourism industry.
- **International Shows** representing a high Increase of revenues for the Mexican Tourism Industry.
- **Organizational skills** and strategies implemented.
- **Increase** on Charter operations in 2004
3 million tourists increase during 2004, official figures from Tour Operators in the region
- **Increase** of +38% on operations from commercial airlines from United, Continental, Aeroméxico, Mexicana and Taesa.
- **Agreements & strategic alliances** framed the business relationship with Tour Operators, Increasing operations, revenues, and tourists visiting the country.
- **First Strategic advertising campaign** for the Hispanic market (32 million people targeted)
- **Premium segment**
Increase of tourists and the average expenditure per tourist
Lobbying / strategies coordinated and implemented in order to start operations
Abercrombie & Kent Chicago, Initial operations to Los Cabos, Riviera Maya and Cancún.
American Orient Express. Initial operations in Sonora, and Copper Canyon in Chihuahua
- **Tourism investments:**
Apple Vacations by Am resorts investment. Coordination on their start-up operation on buying hotels in Mexico. Equity Group in co-partnership with NH Hotels. Coordination on their start-up operation on buying hotels in Mexico. NH bought 6 hotels in Mexico in 2002-2003. Resort development in Manzanillo, State of Colima-Cascadas de Manzanillo Investment program of \$1 billion USD. Hyatt expansion.
- **Golf Championships promotional actions**
-US Ford Collegiate Championship at Los Cabos, 2003
-US Ford Collegiate Championship at Puerto Vallarta, 2004
-Rolex Championship – Golf and Deep Sea Fishing - at Los Cabos, 2005
-Mexican and American Corporations, Government Entities invested approx. US\$5 million in co-partnerships.
-ESPN coverage a 70 million TV audience in each event.
-Participation of Lorena Ochoa in Golf Events in France & Switzerland.
- **Presidential missions** and Government Officers strategic planning.
Conferences with the business community of Chicago.
- **Lobbying** actions and relationship development with Richard Daley, Mayor of the City Chicago.
Achievement of the official declaration on 2004 "The Year of Mexico in Chicago".
- **Chicago Academy of Sciences**
Coordinator of sustainable tourism development projects for the State of Michoacán.
Agreements on scientific programs between both countries.
Increase on number of tourists visiting the State of Michoacán on the sustainable growth for the protected areas.
- **Implementation of the "Mexico Tourism Advisory Board" Internationally.**
Private and public sector consensus on projects.
- **Evaluation** of Advertising and PR Contracts.
- **Management** for Advertising Campaigns.
- **Coordination** with other Mexican International offices representing Mexico in order to replicate successful events.

PRIVATE SECTOR

RR DONNELLEY CHICAGO – OM COMUNICACIONES & AIR FRANCE

- Sales and Advertising campaigns for Procter & Gamble, Mattel, Volkswagen, Wal-Mart, Bank Institutions Bancomer, and Iusacell.
- International Exhibitions in Mexico – Special Sales Accounts.

- Coordination VIPs strategic program, the CRM program "Club des 2000" and the promotion of Concorde flights from Mexico with Air France.

CLARA MORENO Y MIRAMON FOUNDATION

- Founded in Mexico 100 years ago. Fundraising activities program.

UNAM - NATIONAL AUTONOMOUS UNIVERSITY OF MEXICO

Psychology

UNIVERSITY OF CHICAGO

Integral Marketing

Spanish 100%

English 100%

French 100%

Escuela de Graduados en Alta Dirección (México) - Excellence on Productivity and Excellence on Leadership

A.T. KEARNEY INC. (Chicago)- The Professional Development Network™ & Strategic Comm. Consulting

YPB Yesawich, Pepperdine & Brown (Florida)- Communications Management

MPI Meetings Professionals International- PEC-Business & Tourism Conferences (USA)-

WEC-Worldwide Conferences for Professionals - Florida, California, Illinois & Hawaii

World Business Forum (Chicago) – Worldwide Trends and Business Development

Centre des Etudes Diplomatiques (Paris, France) – Strategic Diplomacy on Tourism

Society of International Travel Executives – Educational Programs on International Tourism (USA)

Weber Shandwick (Madrid, Spain) – Strategies for Crisis Management

Bell Pottinger PR Agency (London, UK) – Media Strategies Training

ASSOCIATIONS

US-MEXICO Chamber of Commerce Board of Directors (1998-2004)

CHICAGO Council of Foreign Affairs Sponsoring Member (2004)

ASSOCIATION OF INT'L TOURIST OFFICES (Chicago Chapter) Board of Directors (1998-2004)

MEETINGS PROFESSIONAL INTERNATIONAL, USA Board of Directors (2000-2004)

AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES, USA Member (2004)

INT'L ASSOCIATION OF CONVENTIONS & VISITORS BUREAUS, USA Sponsoring Member (2003)

INT'L ASSOCIATION OF EXPOSITIONS, USA Sponsoring Member (2003)

SOCIETY OF INCENTIVE TRAVEL EXECUTIVES, USA Board of Directors (2002-2004)

CITY OF CHICAGO "SISTER CITIES PROGRAM", Chicago Board of Directors (2002)

SOCIÉTÉ NATIONALE DES AGENCES DE VOYAGES, France Sponsoring Member (2005-2007)

ASSOC. NATIONALE DES AGENCES DE COMMUNICATION ÉVENÉMENTIELLE, France Member (2006)

CONFÉDÉRATION DE TOURISME DE L'AMÉRIQUE, France Board of Directors (2005-2007)

REFERENCES

- **Ambassador for Mexico at United Nations - Former Ambassador for Mexico in France & Monaco**
Honorable Ambassador Claude Heller
- **Ambassador for Mexico in Belgium and for the European Union - Former Ambassador for The Netherlands**
Honorable Ambassador Sandra Fuentes-Beráin,
Mexico's Embassy for the United States of America
Minister Mabel Gómez
- **IADB – Inter-American Development Bank**
Director Representation in Mexico - Ellis Juan - Former Director for development at World Bank
- **IUSA Group Mexico**
Vice-President- Juan Carlos Peralta
- **HYATT International –**
President & CEO Thomas Pritzker y Nicholas Pritzker – Chicago, Illinois
- **TMTC – The Mark Travel Corporation –**
Senior President & Founder - William LaMacchia Sr / VP - Bill LaMacchia,
- **APPLE Vacations –**
President- John Mullen,
- **MLT Vacations –**
VP Operations- Elizabeth Moriarty,
- **MPI, Meetings Professionals International, 2000**
Former President Ed Griffin
- **MCI International,**
President- Roger Tondeur,
- **SITE International Society of Incentive & Travel Executives,**
President- Brenda Anderson SITE 401 N. Michigan Ave. Chicago, IL 60611 USA
- **Compagnies du Monde** Tour Operator in France
President Jean-Alexis Pougatch
Among others (in order to keep privacy, on request)