

Tec Technology leader nominated for women in STEM award



Úrsula Saldivar, Director of Innovation through Emerging Technologies at [Tec de Monterrey](#) has been selected to participate in Globant's **Women that Build** competition because of her **contribution to metaverse strategies, extended realities, and artificial intelligence projects.**

The competition celebrates representation and recognizes outstanding women in the field of technology.

*"This competition makes **women in technology visible**. It has three categories: executive, entrepreneur, and leadership, where I've been nominated."*

Úrsula Saldivar said that only 2 Mexican women have been nominated in the category she is competing in. She hopes that more women in Mexico will take the initiative to participate in these **competitions in the coming years.** Right now, she is in the second round, where the public votes for the finalists.



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The Globant website states its purpose is to drive organizations towards digital transformation using **Artificial Intelligence, engineering, innovation, and design**.

Getting more women into technology

One of Úrsula's objectives when applying for the Globant competition was for **women to have greater visibility in the field of technology**.

*"We've carried out many projects that have been trailblazers for Tecnológico de Monterrey and I believe that this is a very good opportunity to **highlight women's leadership in the field of technology**.*

*"I'm also part [**Tec's Impulse Network**](#), a network of women **empowering women by highlighting talent and increasing visibility**, and I think this is a way to take that first step and also be like a role model for our students," she added.*

She shared that **women must be visible** in all areas, and they must be recognized for the work they do.

*"I like being able to tell **women in general, who are not only in technology**, but in finance, in medicine, in any field, that it's important that they recognize their achievements, what they have contributed, and their leadership," she said.*

“I believe that this is a very good opportunity to highlight women’s leadership in the field of technology.”

Collaboration through technology

The Director of **Innovation through Emerging Technologies** spoke about some notable technological projects on which she has collaborated for the Tec.

One of them was the strategy for the [virtual campus within the Tec de Monterrey metaverse](#).

*“In relation to the **metaverse**, I was involved in deploying the strategy. I planned how to carry it out, how it would operate, and how to get it to permeate throughout our community (among both teachers and students) using the philosophy that emerging technologies are key for them.*

*“Another thing I focus on is generating new ideas and I believe it’s very important for **technology** to have human beings at its center,” she explained.*



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