

These Tec graduates are among the “most powerful women in Mexico”



With information provided by TecReview

The magazine **Expansión** has published its annual issue on *the 100 most powerful women in Mexico* and graduates of [Tecnológico de Monterrey](#) formed part of this distinction.

Every year, the publisher launches a call through their digital platform.

To select the final list, variables such as **hierarchical level** and value of their **executive position** are taken into consideration.

The following women are the **15 Tec graduates** who appear on the list of **most influential women in the world of business** in Mexico:

1. Blanca Treviño, President and CEO of Softtek

Treviño, a **graduate** in **Administrative Computing Systems**, heads one of the leading businesses in process-oriented IT services with offices in North America, Latin America, Europe, and Asia.

Ranking place: 4

2. **Silvia Dávila**, President of Grupo Danone Latin America

A Master's in **Business Economics** graduate, **Dávila was also** a teacher at the **Monterrey** campus.

Her professional career path in marketing has led her to take up positions in **McDonald's, P&G** and **Mars**.

Ranking place: 10

3. **Kari Pérez**, Communications Director for Netflix Latin America and US Hispanic

This **Marketing** graduate has more than 17 years experience in Public Relations and Communications in companies such as Visa Inc., HBO, and Netflix.

Her achievements working for the streaming platform include directing the team in charge of launching **the first original international series in Spanish**, *Club de Cuervos*.

Ranking place: 21

4. **Angelines Díez**, Director General of El Globo, La Balance, and El Molino

Díez is considered **the first woman** leading a **world-class organisation** in Grupo Bimbo. The **Marketing** graduate has experience with P&G, Yum Restaurants, Bristol Myers Squibb, Mead Johnson, Clorox, Walmart, and Bimbo.

*"There's no magic formula, but there are **essential ingredients** that have always helped me; **believing in myself** and taking opportunities even without being 100% prepared, **always working in a team** and **passion** in all of my projects,"* she said.

Ranking place: 26

5. **Marcela Velasco**, Director of Corporate Marketing for América Móvil and Telcel

The **Marketing** graduate is responsible for **creating marketing strategies, events, sponsorships, and contributions to society and sport**, as well as **social responsibility activities**.

Ranking place: 39

6. **Angélica Garza**, Vice President of Human Resources for Grupo Aeroméxico

An **Organizational Psychology** graduate, Garza is now responsible for the acquisition, management and development of talent at Aeroméxico. Furthermore, she has collaborated with companies such as Microsoft and PepsiCo.

*“This is the result of **doing what I am passionate about**: deciding to work for a company has never been about the money, it’s always been for the challenge and project to be developed,” she said.*

Ranking place: 44

7. Diana Olivares, CEO, Mexico and Central America of Latam Airlines Group

Olivares started her career twenty years ago as a **ticket seller** and has now become **the first woman in Mexico** to head the airline for Mexico and Central America.

She is an **MBA** graduate of the [EGADE Business School](#).

Ranking place: 60

8. Teresa Cid, Director of Communications and Public Relations for General Motors in Mexico

When Teresa was studying **Communications** at the **State of Mexico** campus, she started working in the area of public relations at the Tec.

In 2006, she joined **General Motors in Mexico**, where she is now the Director of Communications and Public Relations.

*“Sometimes, it’s easy to keep doing things as we have always done them, but **innovating** has always brought me **good experiences** and **opportunities to learn**,” she shares.*

Ranking place: 63

9. Gloria Canales, General Manager of the Softlines business unit of Amazon Mexico.

With experience in the retail, ecommerce and technology industries, Canales is an **Economics** graduate who created the Amazon Fashion category in Mexico.

Ranking place: 68

10. Reyna Torrecillas, Compliance Director of General Electric Latin America

Leader of the compliance programme for GE in Latin America and graduate in **Information Systems Engineering**, Torrecillas is an executive with experience in compliance.

Ranking place: 73

11. Alicia del Valle, Director of the General Motors Ramos Arizpe complex.

With a **Masters in Manufacturing Management**, Alicia del Valle is the first woman to be director of General Motors Ramos Arizpe.

Ranking place: 74

12. Claudia Núñez, Director of Strategic Planning for Unilever Latin America

A graduate of [EGADE Business School](#) with a **Global MBA**, Núñez heads the food and soft drinks supply chain, which operates in more than 20 countries.

Ranking place: 80

13. Liliana Cabeza, Commercial Director of Philip Morris Mexico

Cabeza has 19 years of experience in the tobacco industry and graduated in **Marketing** from the **State of Mexico** campus.

*“When I’m given a **new assignment**, I start **studying and learning** and I try to **deliver results quickly**,” she said.*

Ranking place: 82

14. Laura Castro, Finance Director for Mexico, the Caribbean and Central America at Ford Mexico

Castro is a graduate in **Financial Administration** with experience in the automotive sector, financial analysis, strategic planning and product development.

Ranking place: 93

15. Beatriz Ruiz, Director of Consumer Operations at Citibanamex

Ruiz has a degree in **Public Accounting** and a Master’s in **Administration**.

Ranking place: 94

READ MORE NEWS AT CONECTA:

<https://tec.mx/en/news/national/education/50-free-courses-coursera-tec-students-staff-and-graduates>