

# Winners of the 2020 Mujer Tec Award and their best phrases!



Photographs | Verónica Balderas and Carmen Huerta

The **ceremony for the 2020 Mujer Tec (Tec Woman) Award** was a space to find out how women think their **leadership** has had an impact.

In their **messages**, the **23 winners** in this **eighth year of this award** recognized the **work that still has to be done** to improve the conditions of **women in Mexico**.

They also gave **messages of encouragement** to continue searching for better **opportunities for all**. CONECTA shares some of the best phrases with you:

**1. Tec graduate Paula Takashima** was recognized in the category **#She4She** for her leadership as Director of the organization [Grameen de la Frontera](#), in **supporting women in the rural areas of Sonora**.



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*"I am certain that women supporting women is the formula for achieving success, bringing about equality and breaking through the glass ceiling."*

**2. Martha Herrera, Global Director of Responsible Business and Shared Values at CEMEX, Director of the CEMEX-Tec Center, and a Tec continuing education graduate, received the 2020 Mujer Tec Award for her outstanding professional background.**



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*"We need to pick up the pace: women's rights are also human rights. It's time for parity democracy. Not one more female victim of violence! Not one woman more without opportunities!"*

**3. Businesswoman and Tec graduate Sofía Pérez, CEO of [SF Lighting](#), an energy-efficiency lighting company, was distinguished in the **Transforming Power** category.**



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*"We need to make ourselves visible. Not only for ourselves, but for girls, so that they believe they can achieve what they want."*

**4. Cuernavaca campus Professor Ethel Krauze, a Doctor of Literature and author of 45 works, was recognized in the Art and Culture category.**





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*“After this March 8 and 9, it is essential that men ‘read’ us, that they understand and change. They will not erase us.”*

**5. Paola Morán, a student from the Guadalajara campus, is currently the best in the country at the 400 m and already has her place at the 2020 Tokyo Olympic Games. She received the award in the Health and Sport category.**



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*“What will allow women to reach the top is to persist, insist but never give up.”*

**6. Tec graduate, founder of LA FELICIDAD ES RENTABLE® (HAPPINESS IS PROFITABLE), and integral wellbeing entrepreneur Gizehlla García was recognized in the Balance, Life and Work category.**



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*“Let us remember the wisdom of the Mayan principle of universal love; through a greeting, you recognize yourself in another: In lak’ech (I am another you); and the response: Hala ken (you are another me).”*

**7. Dr. Rocío Ortiz** studies diseases like **breast** and **cervical cancer**, for which she was recognized in **Science and Technology**.



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*"The world needs science, but science needs women."*

**8. Monterrey campus student Cynthia Marcos was recognized in the Citizenship category for her work as an activist, speaker, and feminist intersectional communicator.**





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*"I want to continue fighting to achieve a just, equitable, and violence-free reality so that women can fully live that reality."*

**9. Tec graduate** and specialist in **robotics Ivana Collado** received her award in the **Science and Technology** category.



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*“You have to open doors, but not just open them: you have to show the entrance to future generations.”*

**10. Zuria Romero**, a **Tec student** from the **Guadalajara campus**, has fought for **gender equality** through student groups and writing for magazines and her own blog. She was recognized in the Citizenship category.



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*“Citizens can continue to advance towards gender equality, to eradicate violence and stereotypes, which are obstacles not only for women, but for the whole of society.”*

**11. Laguna campus master’s student Kenia Hernández** received the award in the **Health and Sports category**. Her achievements include being a **BOCCIA** coach, which is a **Paralympic sport** for people with severe disabilities.



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*“In 100 years no one will care what house I lived in, what car I drove, if I was poor, if I was rich (...) but for me, this world is already a better place because I was important in the life of one girl.”*

**12.** Under the leadership of **Tec graduate Claudia Gallegos**, the **Hidalgo campus** achieved **first place in the Tec’s national ECO organizational climate survey**. She was recognized in the **Transforming Power** category.





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*“Women can face high impact challenges. We can be disruptive, creative, innovative and inclusive, but always respecting people’s dignity.”*

**13.** In 2012, Tec graduate and **Artistic Director** of Musical Theater at the **Querétaro campus**, **Cristina Bringas**, started **DOQUUMENTA**, an international documentary film festival. She was recognized in the **Arts and Culture** category.



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*“It is time for the silence in all fields to be broken. I am pleased to feel united and implacable; to be deserving of a better version of this reality. “*

**14. Carolina Dorantes’ company making edible utensils** such as tequila glasses and straws, was named as one of the country’s most promising business, according to **Forbes** in 2019. The graduate received the **Entrepreneurship** category award.



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*“Women: let us be free, let us release our fears, let’s just dare to act, one step at a time.”*

**15. Tec Chihuahua campus student Julia Romero** is currently the **CEO** of [Sali-bar](#), a company that offers **molecular diagnostics** for bovine pregnancy, for which she received the award in the **Entrepreneurship** category.



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*“Today we are a launching point for those who are on their way. Today we are a rock to build the dreams of our companions.”*

**16. Tec graduate Erika Falfán is the leader of the Electronic Commerce Business Unit of SAM’s Club, Mexico. She received the award in the category of Transforming Power.**





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*"I strongly believe that the inclusion of women at the negotiating table is going to help technology continue to improve everyone's lives."*

**17. Montserrat Ventosa**, a consultant and opinion leader in **the United States, Europe, and Latin America** in the area of **human resources**, received the award in the category of **Transforming Power**. She is currently the **Director of Talent, Experience and Culture** at the **Tecmilenio University**.



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*“An egalitarian and inclusive society can only be the result of egalitarian workplaces. The role of women in yesterday’s work does not have to be the role model of women in tomorrow’s work.”*

**18. Margarita Martínez, a student at the Monterrey campus, created [“Limpiemos Nuestro País”](#) (Let’s Clean Up Our Country), a project that has managed to **remove more than 450 tons of garbage** in northern Mexico. She was also distinguished in the **Transforming Power** category.**



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*“Don’t be afraid. Be that crazy woman who gets excited by little things and little details. Trust in yourself and make your dreams come true. You are not alone.”*

**19. Tec graduate Valeria Brabata** was recognized in the **Citizenship** category for her **support of civil organizations** in securing resources that allow them to advance.



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*“Women’s organizations generally have few resources but have made great changes such as being able to vote or own property. I invite you to join them.”*

**20. Fernanda Pérez, a student at the Puebla campus,** was one of those acclaimed in the **Balance, Life and Work** category for combining her academic life and participation in student groups with work commitments.





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*“My purpose in life is to teach through my actions. I warmly invite you to act, inspire and empower young women.”*

**21. Tec de Monterrey Counselor María Lazo, Founder and Director of Pastelerías Marisa, received the special award for her career.**



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*"This type of recognition of a woman's business career is relevant in these times when the issue of gender equality is on everyone's lips."*

**22. Esther Garín** was recognized as a **pioneer**. In 1951, she obtained authorization for **the Tec's first women's softball team** made up of **students, secretaries, and staff**.



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*“For me, dignity is that they respect you, value you and give you your place.”*

**23. Vanessa Martínez is the Technical Director of the women’s soccer team at the University of Manitoba, Canada. She was recognized with the award for her career.**



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*"I urge all girls, youth and women to dream big. Be pioneers in the field of your choice. Women, yes we can!"*

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