

## AS/COA Mexico WHN Conference

April 15, 2021

Timing in local Mexico time (CT)

#womenASCOA

4:00pm **Welcoming Remarks** (webcast)  
**Susan Segal**, President & CEO, Americas Society/Council of the Americas

4:05pm **Panel: Resilience and Perseverance: How to Resist the Urge to Give Up** (webcast)

*This panel discussion will feature inspiring female CEOs who have had to adapt to working in the COVID era like the rest of us. What motivates them in their work? How do they encourage their teams and bring out their best work despite the circumstances? Have their priorities shifted or realigned over the past year? What have they learned through managing a team remotely? What advice do they give to other professional women who feel COVID fatigue? Panelists will share their personal stories of perseverance and resilient leadership.*

- **María Ariza**, CEO, BIVA
- **Gretta Gonzalez**, General Manager, Uber México
- **Tania Ortiz**, CEO, IEnova
- **Nancy Sanchez**, General Manager Américas Manufacturing, LEGO Mexico
- Moderator: **Nacha Cattan**, Bureau Chief in Mexico, Bloomberg News

5:05pm **Breakout Sessions: Workshops with Industry Leaders** (not webcast)

*Conference participants will be able to choose which workshop to attend or they may choose to visit all three! These smaller breakout sessions will allow participants to listen to industry leaders, ask questions, and network with fellow conference participants.*

- **Cesar Bernal**, Director of CathLab in North Latin America, Medtronic  
**The Impact of COVID-19 on Gender Parity Advances:** Mexico and other Latin American countries have been hard hit by the pandemic with women often feeling these effects most acutely. With many people now working from home, how does this impact the life-work balance of professional women?
- **Carolina Bogado**, Human Resources Director, Microsoft  
**Your Brand:** In this workshop, we will share best practices to build your best personal Brand in your career and how this can lead to personal growth and professional success.
- **Claudina Garcia**, Director of Legal and Public Affairs, American Tower México  
**Effective Negotiation:** Women also negotiate. This presentation will explore how to plan and execute a successful strategy whether you're closing a deal or negotiating a salary.

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