



XXXI BPW International Congress

17 – 21 November 2024

Nominations



Paz Martin
Candidate for Executive Finance Officer

Member of
Nominated by
For position of

BPW Madrid
Eva Blasco García, President, BPW Spain
Executive Finance Officer

My Vision

It is an honour and a privilege to present my candidacy for the position of Chief Financial Officer in this prestigious organisation. Allow me to share my deep motivation for taking on this challenge and contributing to BPWI's success.

1. **Passion for Finance:** My academic background in finance and work experience have provided me with a solid foundation in financial analysis, risk management, and strategic planning. From my earliest days in the financial world, I have felt an unwavering passion for numbers, strategies, and decisions that drive business growth. I am convinced that my dedication and knowledge can make a difference at BPWI.
2. **Strategic Vision:** As a former Deputy in the Madrid Assembly, I championed economic policies and women's issues. My legislative work focused on fiscal matters, and I held key roles as Deputy Spokesperson for the Budget and Economic Committee, Spokesperson for Trade in the Committee on Economy and Finance, so as CFO, my goal would be to align financial objectives with the organisation's strategic vision. I firmly believe in the importance of sound financial management to ensure long-term sustainability and growth. My approach is based on resource optimization and aligning the expenses to the budget approved.
3. **Efficient Resource Management:** I understand that financial resources are limited and must be used efficiently. My track record demonstrates my ability to reduce costs, and maximise return on investment. At BPWI, I commit to applying these skills to ensure that financial management is according to the BPWI constitution and Procedure Manual.
4. **Leadership and Collaboration:** As CFO, I would foster a collaborative and transparent work environment. I believe in the importance of teamwork and listening to all stakeholders. My leadership style is rooted in empathy, open communication, and informed decision-making. I am committed to leading with integrity and building strong relationships within and outside the organisation.
5. **Adaptability and Resilience:** The financial world is constantly changing, and BPWI is no exception. My ability to adapt to new regulations, emerging technologies, and unforeseen circumstances allows me to face challenges with resilience. I am ready to



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lead during times of transformation and ensure that BPWI remains a financially sound and visionary organisation.

In summary, my commitment is to contribute to BPWI's sustainable growth through strategic, efficient, and collaborative financial management. I appreciate the opportunity to present my candidacy and look forward to working alongside all of you to achieve our financial objectives and strengthen our community.

BPW Offices held

I have held the following positions in BPW:

- President of BPW- Madrid
- Chairwoman of BPWI Business, Trade and Technology Standing Committee.
- Member of the Board of BPW Spain

Throughout my tenure, I have tirelessly worked to promote gender equality, empower women, and foster sustainable development in the business and technology sphere.

BPW-Madrid:

- Under my leadership as President of BPW-Madrid, we have strengthened our community of women entrepreneurs and professionals. We have organised inspiring events, training workshops, and support networks for our members.
- We have collaborated with local and international organisations to drive gender equality in the business world. Our active presence in conferences, forums, and roundtable discussions has expanded our influence and visibility.
- We have supported aspiring entrepreneurs and emerging leaders by providing them with tools and resources to achieve their professional goals.

Standing Committee on Business, Commerce, and Technology at BPW International:

- As the Chair of this committee, I have worked closely with women from around the world. We have addressed key topics such as digital transformation, international trade, and technological innovation.
- We have actively promoted women's participation in the business and technology sectors. Our goal is to break down barriers and create opportunities for women to thrive in these areas.
- We have established strategic partnerships with companies, academic institutions, and government agencies to foster cooperation and knowledge exchange.

In summary, my achievements as President of BPW-Madrid and Chair of the Permanent Committee on Business, Commerce, and Technology reflect my commitment to empowering women and building a more inclusive and sustainable world. I am dedicated to continuing this work and contributing my expertise and passion to our global community.

Positions in other International and National Organisations

Since 1996, I have been committed to promoting gender policies and empowering women. Here are some highlights of my involvement:



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1. Participation in the International Women's Commission (United Nations):.
2. AMALTEA: Driving International Projects: As president of AMALTEA, I have led international projects with a focus on women's empowerment:
 - In conflict zone refugee camps, we promoted healthy lifestyle habits.
 - In Mikomeseng (Guinea), we established a women's agricultural cooperative for cassava and peanut cultivation.
 - In San Juan de la Maguana (Dominican Republic), we founded the "Sur Mujer" Agricultural Cooperative for pigeon pea cultivation.
3. Relevant National Projects:
 - I have driven national projects such as "Diversidad," which promotes the inclusion of immigrant women at risk of social exclusion.
 - I also led "Objetivo: Inclusión," a project to economically empower victims of human trafficking and gender violence.
4. International Collaboration:
 - I am an honorary member of Shayfeencom NGO, which seeks active participation by women in decision-making.

In summary, my commitment to volunteering and advocating for women's rights has been consistent and global. I am determined to continue contributing to positive change in our society.

CURRICULUM VITAE

Education

As a professional with degrees in International Trade and advanced courses in Economic and Financial Management, Financial and Banking in Foreign Trade, a Master's Degree in Human Rights specialized in Disability, I bring a wealth of academic achievements and practical experience.

1. Degree in International Trade (IFE): My degree equipped me with essential skills for navigating global markets, understanding trade regulations, and fostering international business relationships, understanding Financial Markets.
2. Masters in HHRR (Specialisation in Disability) (UNED): The specialised focus on disability has equipped me with a deep understanding of the challenges faced by women with disabilities and the importance of inclusive policies.
3. Bachelors in Social and Cultural Anthropology (UNED): These studies provided me with a holistic perspective on human societies, cultures, and their interactions.
4. Degree in Tourism (UNED): This degree expanded my knowledge of the travel industry, emphasising sustainable tourism practices.
5. Advanced Courses:
 - International Taxation (IEB): I delved into international taxation, learning about cross-border financial transactions, tax planning, and compliance.
 - Economic and Fiscal Management (ISEE): This course enhanced my understanding of financial management and taxation within a business context.
 - Economic and Financial Management (ISEE): I gained insights into financial decision-making, budgeting, and financial analysis.
 - Financial and Banking in Foreign Trade (Argentaria): Course focused on financial operations related to international trade and banking.



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Professional Experience

- CEO at ABAEK PARTNERS and Co-founder of AKANZ PARTNERS (2015- Present): As CEO of ABAEK, I lead a dynamic consulting firm, driving strategic initiatives and fostering client success.
- Co-founding AKANZ has allowed me to shape innovative solutions and expand our market presence.
- Former Deputy of the Madrid Assembly (May 2003-June 2015): As a Deputy in the Madrid Assembly (VI,VII,X and IX Legislatures), I championed economic policies, justice, and women's issues. My legislative work focused on fiscal matters and contract transparency. I held key roles as Deputy Spokesperson for the Budget and Economic Committee, Vice President of the Contract Oversight Committee, Spokesperson for Trade in the Committee on Economy and Finance and Vice-President of the Committee on Justice and Home Affairs.
- Notably, I ran as candidate for Mayor of Móstoles (May 2007-June 2011).
- Consultant at the Spanish Institute of Foreign Trade (February 1999-March 2003): My role involved promoting internationalization among businesses, facilitating market entry, and export consolidation.
- Export Director in Multinational Food Companies (April 1987-January 1999): I led export operations, leveraging my expertise in international trade and market expansion.

In summary, my multifaceted background combines leadership, legislative acumen, business acuity and financial background. I am committed to contribute to organisational success.

Additional Information

Allow me to share with you a project that I coordinate and of which I am deeply proud: the development of 3D-printed hydrogels for the treatment and prophylaxis of breast cancer. In a collaborative effort to drive research and scientific advancement, BPW-MADRID and the Department of Galenic Pharmacy and Food Technology at the Faculty of Pharmacy, Complutense University of Madrid have joined forces to explore this promising technology. Securing sponsorship and funding for this significant project has been a challenging and labour-intensive task, but ultimately, my efforts have borne fruit—partly due to my background in the world of finance.

SUPPORTING STATEMENT FOR PAZ MARTIN

BY Eva Blasco García, President BPW Spain

Ms Paz Martin boasts a profound academic foundation in finance, complemented by a wealth of practical experience garnered through various significant roles where she was entrusted with overseeing substantial budgets at the Assembly as a Deputy speaker. This blend of theoretical knowledge and practical acumen makes her an outstanding candidate for this prestigious role.



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Her ability to work collaboratively while guiding the team with a steady hand is a testament to her leadership style, which is both inclusive and results oriented. This skill set is not only invaluable but essential for the role of Executive Finance Officer, where strategic oversight combined with cooperative team management is key.

I am confident that Paz Martin's dedication to the principles of the IFBPW, her deep understanding of financial strategies, and her proven leadership abilities make her the ideal candidate for this role. I strongly advocate for her candidacy as the Executive Finance Officer, believing firmly that she will bring the same level of passion, expertise, and leadership to the IFBPW as she has consistently demonstrated throughout her career.

BPW Spain is endorsing her candidacy, and we are confident of Paz Martin's abilities to hold this position and to serve ably BPW International.