

# WOMEN IN LEADERSHIP LATIN AMERICA

## Welcome to WILL

Women In Leadership Latin America (WILL) is a community of thriving IE alumni and students united by their motivation to foster the professional development of Latin women. Our mission is to empower women by supporting their growth into leadership positions.

WILL offers you the possibility to participate in events and initiatives focused on women's leadership, as well as the opportunity to be part of a movement that promotes diversity by showcasing the achievements of our outstanding members.

By being part of WILL, your professional and academic development will serve as an inspiration to motivate other women to boost their careers as entrepreneurs or corporate leaders.

Join the conversation, connect with other IE alumni and keep up with upcoming events & news at the WILL LinkedIn Page.

[Connect here with the WILL community](#)

# WOMEN IN LEADERSHIP LATIN AMERICA

## Meet our ambassadors



**Danella Cánepa**

Head of Digital Solutions at RipleyBank  
IE International MBA



**Elsa del Castillo**

Former Rector of the PacificUniversity Peru  
IE Executive MBA



**Fernanda Valdez**

Store Development Manager at P&G  
IE Bachelor in Business Administration



**Isabel Barquín**

Research and Policy Analysis Intern  
IE Bachelor in International Relations



**Lina Aristizábal**

Sales & Marketing Manager at Chevrolet  
IE International MBA



**María Isabel Witt**

Regional Sales Manager at Vitapro  
IE International MBA



**María Lucía Amaya**

Deposit Taking Director at General Motors Financial  
IE MBA



**Mariana Cuéllar**

Directora Comunicación y Estrategia Corona  
IE International MBA



**Natalia Ramírez**

Senior Legal at Grant Thornton  
IE Master of Laws



**Patricia Hurtado**

CEO at Fundación IGUALES  
IEXL Family Business Program



**Stephanie Bustelo**

Marketing & Digital Consultant  
IE International MBA



# WOMEN IN LEADERSHIP LATIN AMERICA

Calendar of activities Spring / Summer 2021

## MARCH



### INTERVIEW

March 1<sup>st</sup> - 5<sup>th</sup>

**IE Community Builders:** interview with Estefanía Bustelo  
**Interviewer:** Julia Sánchez (Head of Global Alumni Relations at IE)  
Link to the interview, which was recorded for IE Women's Month



### VIRTUAL FORUM

March 11<sup>th</sup>

**Liderazgo de la mujer latinoamericana: ¿mito o realidad?**  
**Speakers:** Carolina Ferrer, Elbia Castillo, Elsa del Castillo and María Lucía Amaya  
Event in collaboration with Scotiabank  
Link to recording (Access Code: LHTX^+E3)

**Scotiabank®**

### MASTER CLASS

March 11<sup>th</sup>

**¿Por qué debería haber más mujeres dirigiendo empresas?**  
**Speaker:** Maite Aranzabal (Adjunct Professor at IE University)  
Event in collaboration with Bolivian Chambers of Commerce  
Link to recording





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## APRIL

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### MASTER CLASS

April 29<sup>th</sup>

**Why gender equality is smart business**

**Speaker:** Patricia Gabaldón (Adjunct Professor at IE University).

[Link to recording \(Access Code: 8?y2yB+!\)](#)



## MAY

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### MASTER CLASS

May 18<sup>th</sup>

**Global Women and the Art of Leadership**

**Speaker:** Sandra Comas (Visiting Professor at IE University)

[Link](#)





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## JUNE

### Exclusive series of workshops for the IE Alumni Community.

Executive Coach and professor Jane Rodríguez del Tronco will share valuable advice on aligning your professional goals, strengthening your personal brand, and leveraging your networking skills.

#### WORKSHOP

June 8<sup>th</sup>

#### Coaching Session #1 (topic TBC)

**Speaker:** Jane Rodríguez del Tronco (Adjunct Professor at IE University)  
Pending Link

#### WORKSHOP

June 15<sup>th</sup>

#### Coaching Session #2 (topic TBC)

**Speaker:** Jane Rodríguez del Tronco (Adjunct Professor at IE University)  
Pending Link



#### WORKSHOP

June 22<sup>nd</sup>

#### Coaching Session #3 (topic TBC)

**Speaker:** Jane Rodríguez del Tronco (Adjunct Professor at IE University)  
Pending Link

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**IE Community Builders**  
Interview with Estefany Bustelo

March 11<sup>th</sup>

**Liderazgo de la mujer latinoamericana:  
¿mito o realidad?**  
Virtual Forum

March 11<sup>th</sup>

**Por qué debería haber más  
mujeres dirigiendo empresas**  
Virtual Master Class

### APRIL

April 29<sup>th</sup>

**Why gender equality is  
smart business**  
Virtual Master Class

### MAY

May 18<sup>th</sup>

**Global Women and the  
Art of Leadership**  
Virtual Master Class

### JUNE

June 08<sup>th</sup>

**Coaching Session #1**  
Virtual Workshop

June 15<sup>th</sup>

**Coaching Session #2**  
Virtual Workshop

June 22<sup>nd</sup>

**Coaching Session #3**  
Virtual Workshop