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## Management Team



### Blanca Treviño

President & CEO

Blanca Treviño is currently President and CEO of Softtek. Under her leadership, Softtek has become the leading information technology services company in Latin America.

As President, Blanca has positioned Softtek as a key part of Mexico, opening its doors to the United States as a provider of IT services. This shaped what is known today as Nearshore, Softtek's trademarked delivery model, and a term widely used in the industry to define outsourcing services provided by countries within close proximity.

Throughout her 25-year career, Blanca has gained international recognition as a promoter of the IT services industry in and from emerging countries. To help increase the participation of Latin America in the IT field, Blanca has collaborated with various governments in the early strategies of development.

Blanca has been on the Board of Directors for Walmart Mexico since 2006, and has been a board member for several universities and nonprofit organizations. She has also been a frequent presenter in national and international forums related to entrepreneurialism, information technology and the role of women in business. She has participated in forums at the World Bank, Inter-American Development Bank, Kellogg School of Management, Harvard Business School and London Business School.

Beyond the IT industry, she is identified by several media publications as one of the most influential executives in Mexico and Latin America.

Originally from Monterrey, Mexico, Blanca studied Computer Science at the Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM).

### Beni Lopez

Chief Globalization Officer

In 2011, Beni Lopez took the position of CGO, a new role that entails identifying and coordinating strategies for Softtek's global accounts. Previous to this position, Beni had led Softtek USA and was responsible for Nearshore Services for over ten years. He demonstrates a thorough understanding of what is needed to launch operations in and for different countries.

Beni joined Softtek in 1989 and has guided and helped inaugurate the organization's various new market and technology operations. In the early 1990s, he founded and developed the Object Oriented Technology Unit practice as well as Softtek's Business Intelligence practice, which marked Softtek's entrance into commercial applications outside the mainframe and midrange environment. He later supported the organization's globalization efforts in Peru, Argentina and Colombia. In 1995 he became Managing Partner in Softtek Brazil and led the Software Development area, from the offering to service delivery. Beni took on the position of Global Business Relationship Manager in 1997 for the most important global account for the company at the time.

Beni holds a Computer Systems Engineering degree from Instituto Tecnológico de Estudios Superiores in Monterrey, Mexico, and has been a speaker and panelist for numerous outsourcing and offshore/nearshore conferences around the world.

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## Roberto Montelongo

Chief Operating Officer

In his dual role, Roberto is responsible for the global operations and the results of Softtek Mexico and the Central American region. His experience as Chief Operating Officer for Near Shore® led him to take this role to the global level in 2008, as COO. Since then, he has been responsible for the operation of different service delivery units, the administration of the company's capacities, compliance of the service level agreements (SLA's), and for different quality certifications. All of these activities imply the supervision of close to 6,000 associates that develop and provide maintenance to software applications for clients around the world.

In September 1988, two years after integrating in the organization as an analyst and programmer, Montelongo took on the challenge of managing what was the largest project in Softtek. It was in 1997, after running the most ambitious of retirement fund projects that had been carried out, when he became vice president of Softtek, in charge of the U.S. operations.

Before joining the company, Roberto was a leader of capacity planning in Bancomer—one of the largest banks in Mexico—from 1983 to 1986. He holds a B.A. in Electronic Systems Engineering from the Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM).

## Francisco Lara

South America & Caribbean

Currently, Francisco is responsible for Softtek in South America and the Caribbean, a region that, under his leadership, has achieved a 30% growth in the last five years. Today this region contributes to more than 30% of the global income, relying on 1,800 associates.

What distinguishes Francisco Lara is his passion for ambitious and demanding initiatives. In 1994, at age 26, he decided to open Softtek offices in Brazil. Two years later, after the successful start-up of operation in the country, he led the expansion of the company to new horizons, like Argentina, Colombia, Venezuela, Chile and Puerto Rico—facilities where the company was positioned in a small amount of time, thanks to his great administration. This brought about important recognitions, such as 11 "SAP Awards of Excellence" in the last ten years; Distributor of the Year (Informatica) in 2004, 2005, 2007 and 2008; Highest Latin America Revenue Contribution (Informatica) in 2008; Best Performance in Sales (IBM Cognos) in 2008; and Best Education Center (IBM Cognos) in 2003.

Lara also promoted a unique corporate culture that attracts the best talent, permitting Softtek to become one of the best places to work in the region, according to many studies, such as Great Place to Work® Institute. He also founded Softtek Solidaria, a non-profit organization that focuses on helping underprivileged groups and communities. Softtek associates participate voluntarily in projects, making a difference for many people in need.



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## Mauro Mattioda

Hispanic South America

Mauro Mattioda currently leads Softtek Hispanic South America, in charge of operations in Argentina, Chile, Colombia and Venezuela. He is characterized by being a diligent worker, always showing enthusiasm and self-determination. Passionate about the opportunities that are presented before him, Mauro commented, "I can't allow an opportunity to pass me by. Today I try to be more mature, controlling that passion that has helped me to open many doors."

Since his incorporation in 1997, he has always sought support of the office in Argentina and to transform it into a long-term project, with a strong local positioning and an incredible group of people. Regarding the decisive moments where Softtek had to design the future of the branch in Argentina, Mauro commented, "The crisis of 2001 converted that situation into a great opportunity, where competitors were displaced, and we became stronger. This is considered one of our biggest, most transcendent of achievements."

In regards to the global financial crisis, Mauro commented, "The crisis generates areas of opportunity—that's what everyone says; but we have demonstrated that we know how to take advantage [of those areas]. Whether we like it or not, we share this situation with our customers; thus, the key is to help them with valuable and flexible products and services that allow them to face and overcome the crisis. If our clients accomplish this and we, as providers, play a relevant role, we will continue together with them in the path of achievements and growth."

## Heriberto Murillo

Chief Financial Officer

With more than 20 years of experience managing domestic and international business transactions, Heriberto is today Softtek's Chief Financial Officer. He joined Softtek in 2007 and served as Managing Director of Strategic Planning and Finance—a role that required management of budgeting processes and geographical performance for Softtek's operations in the Americas, Europe and Asia.

Prior to Softtek, Heriberto worked at Hema Group, an investment banking boutique that he co-founded in Monterrey, Mexico. He also served as manager of business development, origination and Structuring at Enron and launched his professional career at Bancomer—Mexico's largest consumer and commercial financial group.

Heriberto earned his Master of Business Administration degree from the University of Michigan Business School and his Master in Management from the Institute of Technology and Superior Studies in Monterrey, Mexico. He also holds a bachelor's degree in accounting.

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## Marcos Jimenez

USA & Canada

Beginning 2011 Marcos Jimenez was appointed CEO for Softtek USA and Canada, while continuing as a member of the organization's Executive Board.

Marcos joined Softtek in 1992, and quickly became a partner of the Banking business unit, to later venture into opening Softtek Peru. This enterprising effort provoked a domino effect in his professional career, and meant his past 19 years have been dedicated to Softtek. During this journey, he faced various challenging roles: a key entrepreneur in Peru, a sales leader in the U.S., and CEO for Softtek Spain and the U.K. Since 2004, he has been responsible for Sales and Marketing of Softtek USA, where he managed to double the company's profitability within a short time frame.

He holds a B.A. in Electronic Engineering from UAM (Universidad Autónoma Metropolitana).

## Carlos Funes

Mexico & Central America

With his incorporation to Softtek in 1988, Carlos Funes started a career characterized by business-focused achievements. Among his various roles, he served as VP of Global Accounts in 2005, and in 2009—thanks to his enterprising vision—he took on the position of VP of Business Development for Mexico and Central America.

Among his greatest contributions to Softtek are accomplishments such as broadening the organization's presence by entering new markets, bringing local clients to more than ten countries in the Americas, Europe and Asia; the creation and platform for the development of global clients, aimed at unifying the client experience in the different markets; development and evolution of practices and methods for implementing solutions throughout business alliances, to name a few.

In 2011 Carlos accepted a new challenge as CEO for the Mexican Market, committed to increasing the competitiveness and bringing clients the value of Softtek as a global company.

Funes graduated as a Systems Engineer from the Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM), Mexico Campus, and holds a Master's in Business Economics from the same institution.

Carlos describes himself as a visionary, ambitious, decisive, proactive and practical. He is very passionate about business development.



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## Eduardo Guerrero

Chief Sales Officer

During his tenure of over two decades in Softtek, Eduardo Guerrero has held various management positions. In his current role, Mr. Guerrero heads the global sales organization, in charge of the integration of the commercial and business development processes across the Americas, Europe and Asia.

Having led the Financial Services and Government business units at Softtek, Eduardo possesses vast experience in two of the largest and most demanding IT services segments. This background has allowed him to manage multi-million-dollar accounts and complex engagements. He has led the sales and client relationship management teams for many of Softtek's largest and more ambitious projects.

Prior to his current role, Eduardo served as VP of Sales and Business Development for Softtek Mexico, a position in which he led the organization's efforts to consolidate as one of the country's premier solution provider. He also has been a participant in Softtek's management council since the year 2000, helping draft the organization's strategic and operational directions.

Mr. Guerrero holds an MBA and a Computer Systems Engineering degree, both from Instituto Tecnológico de Estudios Superiores de Monterrey, Campus Estado de Mexico.

## Fernando Hugo Vega

Shared Services

Fernando Vega currently leads Softtek's Shared Services and is responsible for supplying the necessary resources for the company's operations. He is characterized for his leadership based on objectives and for promoting teamwork. Since his incorporation to the organization in October 1985, Vega has demonstrated great enthusiasm and self-determination which has driven him to working in distinct roles, such as: programmer, project leader, project manager, director of business units, sales, human capital and capacity planning.

The experience he acquired in different areas made Fernando the ideal candidate for creating and leading the area known as Shared Services, at the U.S. level—a position that, four years later, turned global. During his management, he has stimulated a countless number of initiatives that have contributed to both an improved organizational climate as well as increased company profitability.

Graduating with a B.A. in Computer Sciences from the Universidad Autónoma de Nuevo León, Fernando Vega also forms part of the Executive Board.

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## Luis Revilla

Human Capital

Since joining Softtek in 2000, Luis has demonstrated great empathy with the culture of the organization, which led to his increasing involvement to form and direct this important area. During his management he has shaped a solid group at the global level through which he has not only maintained our essence, but also initiated a process of evolution that seeks to reaffirm this important element considered as one of the big differentiators of Softtek: its culture.

He started in Softtek as Strategic Socio of Human Capital, and says that here [in the organization] he visualizes a future that continuously changes but that which has a constant—to grow as a person and as a professional. In light of the global crisis, Revilla comments, "I dare say that Softtek is one of the best-equipped organizations to face the [global financial] crisis. A fundamental part of our 2009-2013 strategy is innovation. This will allow us to discover new routes in order to continue assuring the engagement of our associates and customers, maintaining our competitiveness and financial health."

Luis obtained his Ph.D. in Organizational Psychology at the Universidad Complutense de Madrid. He is a certified instructor of "The Human Element" program.

## Doris Seedorf

Europe

As Director for Softtek Europe, Doris faces the challenge of consolidating current operations and opening new opportunities for growth to within the continent.

During her more than 25 years of experience in the IT industry, she has contributed to the creation of offerings and services that today form part of the organization's great achievements.

Doris started her career in Softtek twenty-two years ago, and has served in different roles including Project Leader, Director of Business Units, Sales Director for the Mexican market, and Business Partner.

Her visionary capacity and her commitment to set objectives that are increasingly ambitious, have transformed her into a great leader and have helped extend her influential mark not only in Spain—where she is based—but to many other regions where Softtek operates. Doris holds a degree in Cybernetics Engineering and Computer Sciences from Universidad la Salle, in Mexico City.

## Alejandro Camino

Marketing & Communications

With over 20 years of experience working for IT solution providers, Alejandro Camino has led Marketing and Communications for Softtek since May 2006. In this role, he is responsible for managing corporate communications across the U.S., Latin America, Europe and Asia. His team articulates value proposition and positioning strategies for the global ITO and BPO markets through Softtek's go-to-market strategy.

In his previous role as Business Development Manager for Softtek in the Northeast region of the U.S., Mr. Camino was accountable for sales and profitability in the region, while establishing relationships with third-party vendors and leading analysts.

During his 14-year career at Softtek, Alejandro has performed several sales and technology consultancy duties in different positions, including Director for the e-Business unit and later as Corporate Director of Technology. His technical experience includes system analysis and development activities, expertise in networking technologies and customer management systems.

Camino has been a panelist and speaker at various industry conferences, and—in regards to the global financial crisis—says, "The biggest opportunity of the crisis is to really stress our [Softtek's] creative approach to problem solving."