



Global Non-Profit Endeavor Recognizes President and CEO of Softtek
Blanca Treviño received the prestigious “Endeavor Recognition” during the organization’s 2011 Gala

MEXICO CITY, Mexico – January 4, 2012 – Blanca Treviño, president and CEO of [Softtek](#), the leading global IT company dedicated to maximizing the business value of applications, was recognized for her history of career milestones during the 2011 gala for [Endeavor](#), a global nonprofit organization that transforms emerging countries by supporting high-impact entrepreneurs. The award recognizes leaders with a consistent record of professional achievement.

For the last six years, *Endeavor* has not only showcased leaders within Mexico’s business community but has also bestowed special recognition to those professionals who have led their organizations to grow and expand.

“The credit is due to the highly-skilled and dedicated professionals that I have had the privilege of leading,” commented [Blanca Treviño](#), who received the award from Emilio Azcárraga Jean, chairman of the board of Endeavor. “While it is an honor to be celebrated by such a prestigious organization, this is not the work of one person but rather of the entire Softtek team.”

Driven by a corporate culture that promotes entrepreneurship, Softtek has grown constantly since it was founded in 1982. Moreover, since 2000, the year that Treviño became CEO, Softtek has achieved its largest growth to-date, positioning itself as a provider of IT solutions at the global level. Today, the company has 7,000 associates throughout 30 offices in North America, Latin America, Europe and Asia. For more information, [see here](#).

Said Pilar Aguilar, the CEO of Endeavor, “I am grateful to our entrepreneurs and their commitment to *Endeavor’s* mission, since their work transforms our country every day. I am also thankful we have such a successful network of advisors and mentors to support the success of our leaders. The ecosystem of *Endeavor’s* network is unique and forms a key component for promoting the economy of the country,” concluded Aguilar.

With more than 20 years of experience in the Information Technology (IT) industry, Blanca Treviño is considered one of the most influential women in Mexican business. Blanca received the recognition on December 1st, 2011 in Mexico City.

About the *Endeavor* Gala:

The *Endeavor* Gala has become one of the most important annual events for the Mexican business community. It is a space in which *Endeavor* acknowledges the major players that drive the new entrepreneurial culture of Mexico and at the same time recognizes the enormous efforts that they have supported.

In past editions the recognition for the career path was awarded to figures such as Don Lorenzo Servitje, Antonino Fernández, Don Alberto Bailléres and the Vicente brothers, Federico and Eugenio López Rodea, Don Marcos Achar Tussie and Alejandro Ramírez Magaña. For more information visit <http://www.endeavor.org/>.

About Softtek:

Founded in 1982, Softtek is a global provider of process-driven IT services with more 30 offices in North America, Latin America, Europe and Asia. With nine Global Delivery Centers in Mexico, China, Brazil, Argentina and Spain, Softtek helps improve time-to-business-solution, lower costs of existing applications, deliver better engineered and tested applications, and produce



predictable outcomes for top-tier corporations in over 20 countries. Through on-site, on-shore and its trademarked Global Nearshore™ service delivery models, Softtek teams with CIOs to constantly increase the business value of IT. Softtek is the creator and a leader of the nearshore industry. For more information visit www.softtek.com, follow [@Softtek](https://twitter.com/Softtek) on Twitter, connect with Softtek on LinkedIn and read Softtek's blog on <http://blogs.softtek.com/>.

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