



BLANCA TREVIÑO

PRESIDENT & CEO

Blanca Treviño is the President, CEO, and cofounder of Softtek, a company that helps organizations thrive through digital and AI technology. Under her leadership, Softtek has expanded beyond its Latin American roots, establishing a presence across the Americas, Europe, and Asia. The company has been recognized by leading industry analysts such as Gartner and Forrester as a serious competitor in the global IT services market. In 2025, Forbes named her one of the "Most Powerful Women in Business" in recognition of her impact on the global tech industry.

Blanca is a Board Member of the United Nations Global Compact and a member of President Sheinbaum's Advisory Council for Strategic Development (CADERR).

Previously, she served as Co-chair of the Partnership for Central America, an initiative supported by the U.S. Vice Presidency. In 2018, she became the first woman appointed to the Mexican Business Council, which represents the country's largest companies.

She served for 15 years as an Independent Director of Walmart Mexico, as well as for foreign companies such as Goldcorp and state-owned enterprises like the Federal Electricity Commission (CFE).

She currently sits on the boards of the Mexican Stock Exchange and Millicom, a Luxembourg-based telecommunications company. Blanca is also a member of the Advisory Council of the MIT School of Engineering, the Americas Society and Council of the Americas, the Ibero-American Council on Productivity and Competitiveness, and several universities, including her alma mater, the Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM).