



Demian Pintos

MANAGING DIRECTOR SOUTH
CLUSTER, PMI

Demian Pintos is Managing Director South Cluster at Philip Morris International (PMI). In his current role, he oversees the company's operations across Argentina, Uruguay, Paraguay, Chile, and Bolivia, and leads the implementation of PMI's business strategy across the region, supporting the company's vision of a smoke-free future.

Pintos has more than 12 years of experience with Philip Morris International. During his career with the company, he has held senior commercial and leadership positions in Mexico and at PMI's headquarters in Switzerland. Prior to his current role, he served as General Manager of PMI Bulgaria, where he led the organization during an important stage of the company's transformation journey. Before joining PMI, Pintos held marketing leadership roles at Procter & Gamble in Europe.

Pintos is an Industrial Engineer and holds an MBA from IE Business School in Madrid.



Tommaso Di Giovanni

VICE PRESIDENT COMMUNICATIONS
AND ENGAGEMENT, PMI

Tommaso Di Giovanni is Vice President Communications & Engagement at Philip Morris International (PMI). In his current role he is responsible for leading and supporting affiliates around the world in their efforts to share PMI's vision for a smoke-free future with the media and other stakeholders.

Since joining PMI in 2001, Tommaso has worked in various capacities within the organization with a focus on business development, regulatory affairs, and communications in France, Switzerland, Latin America (based in New York City), Brazil, and Italy. Prior to joining PMI, he was a trainee at the European Parliament's Communications with Citizens division and an R&D economist for a contractor to Eurostat, the Statistical Office of the European Union.

Tommaso holds a business management degree from Università Bocconi in Milan and Fundação Getulio Vargas (FGV) in São Paulo, Brazil.



Simone Gianetto

VICE PRESIDENT, POVADDO

Simone Gianetto is a Vice President at Povaddo. He specializes in global opinion research projects that support Povaddo's Fortune 500 clients in navigating challenging regulatory environments around the world. With a focus on both quantitative and qualitative methodologies, Simone oversees the entire lifecycle of research projects, adeptly translating raw data into actionable insights to provide strategic guidance to senior leaders at client organizations.

Before his tenure at Povaddo, Simone spent two years as a graduate-level intern at Emerson where, through collaborative engagements with top-tier technology firms, he refined his skills in concept testing and need prioritization research. Simone earned a master's in marketing research from Southern Illinois University Edwardsville. He also holds a bachelor's degree in business administration from SIUE as well as a bachelor's degree in business and management from the University of Turin in Italy. Simone is also a Burke-trained focus group moderator.

Simone is originally from Torino, Italy and is now based in St. Louis, Missouri.



Can Kuterdem

PRESIDENT, LATIN AMERICA AND
CANADA REGION, PMI

Mr. Kuterdem joined Philip Morris International (PMI) in 2020 as the Vice President of Strategy for Europe which is PMI's largest region by volume and value. In 2024, he assumed the role of President of the Board and Managing Director of Philip Morris Poland. Recently, in August 2026, Mr. Kuterdem was appointed as President, Latin America & Canada Region.

His professional career before PMI spans roles in engineering, strategy consulting, and consumer electronics industries. Mr. Kuterdem has worked for the Boston Consulting Group in New York, Samsung Global Strategy Group in Seoul, and Samsung Electronics in Istanbul and Dubai. In his last role at Samsung, he served as the Regional Head of Mobile Electronics Business for the Middle East and North Africa Region, covering 23 markets.

Mr. Kuterdem holds a bachelor's degree in environmental engineering from Middle East Technical University and a master's degree in civil engineering from North Carolina University. He also earned an MBA degree from Duke University.

TECHNOVATION

SMOKE-FREE BY PMI **Buenos Aires, October 2026**

Mr. Kuterdem's experience in diverse industries and international markets positions him to lead the historic transformation that PMI is currently undergoing in Latin America and Canada. Globally, PMI is the only tobacco company to announce that it intends to phase out cigarettes and strives for a smoke-free future. Until now, PMI has invested USD 16 billion in research, technological development, and commercialization of smoke-free products with a potential of reduced risk compared to continued cigarette smoking. Such products, while not risk-free, represent a better choice for adults who continue to smoke, as they can reduce the harm caused by smoking.



Christos Harpantidis

GROUP CHIEF CORPORATE AFFAIRS
OFFICER, PMI

Christos Harpantidis is the Group Chief Corporate Affairs Officer at Philip Morris International (PMI), appointed in 2026. He leads PMI's global corporate affairs and external engagement strategy across more than 180 countries, advancing the company's smoke-free vision and promoting Tobacco Harm Reduction worldwide. Since joining Papastratos in 2003, Christos has held senior commercial, regulatory, and transformation roles in Greece and internationally, including Chairman and Managing Director of Papastratos, Head of PMI's EU Southeast Cluster, Area Vice President for Southeast Europe, and Senior Vice President External Affairs. He has been a key voice in public dialogue on harm reduction, engaging policymakers, academics and civil society at forums in Europe and the United States.

Born in Thessaloniki, he holds degrees in Physics, Economics, and an MBA from the University of Kent, and has completed executive programs at Stanford and Duke University.



José Del Rio

CHIEF CONTENT OFFICER, LA NACIÓN

José Del Rio holds a PhD in Business Administration, a degree in Journalism, and a Bachelor's degree in Business Administration. He is widely recognized as one of Argentina's leading business and economic journalists.

With more than 30 years of experience specializing in economics, business, and finance, he currently serves as Chief Content Officer at La Nación, where he leads a team of more than 350 journalists working across the company's various platforms.

He also hosts Mesa Chica and Comunidad de Negocios on LN+, where he analyzes political, economic, and business developments and interviews prominent leaders from both the public and private sectors.

For the past five years, he has been included in Poliarquía's ranking of Argentina's 15 Most Respected Journalists. Throughout his career, he has received numerous national and international awards and distinctions in recognition of his professional achievements and contributions to journalism.



Andrés Carfagna

COMMERCIAL DIRECTOR OF GENERAL
MOTORS ARGENTINA, URUGUAY &
PARAGUAY

Andrés Carfagna assumed the role of Commercial Director of GM Argentina, Uruguay & Paraguay on December 1, 2024. An Argentine national, he brings more than 27 years of experience in the automotive industry.

Prior to his current position, he served as President of Chevrolet Savings Plan. Throughout his career at GM, he has held several leadership roles, including Senior Manager of Commercial Operations and Sales Manager. He has also led teams in corporate finance, treasury, and tax functions, as well as in sales and planning, primarily across the Argentine and Brazilian markets.

Andrés holds a Bachelor's Degree in Business Administration from the National University of Rosario and a Master's Degree in Economics and Management from ESEADE.



Diego Rivas

CEO, BANCO GALICIA

Since September 2025, Diego Rivas has served as CEO of Galicia, Argentina's largest financial platform. He brings more than 10 years of experience as a member of the Bank's Executive Committee and other Grupo Galicia companies, where he held key leadership positions including Treasurer, Chief Financial Officer (CFO), and Chief Risk Officer (CRO).

He has extensive expertise in banking, capital markets, credit risk management, data & analytics, and strategic planning. His career combines strong technical knowledge with executive leadership, focusing on business transformation, financial efficiency, and customer experience.

Diego holds a Bachelor's degree in Business Administration from the Universidad Argentina de la Empresa (UADE). He also completed a postgraduate degree in Finance at CEMA, executive development programs at IMD (Switzerland), IAE Business School, and Universidad de San Andrés, as well as a postgraduate program in Risk Management at the Wharton School (Pennsylvania).



Matías O'Farrell

VICE PRESIDENT CORPORATE AFFAIRS
LATIN AMERICA AND CANADA, PMI

Matías O'Farrell holds a degree in Economics from the University of Buenos Aires and an Executive MBA from Cornell University in New York. He currently serves as Vice President of Massalin Particulares and Corporate Affairs VP for Philip Morris International's Southern Cluster.

He joined the company in 2004 and has built his career across the Finance and Corporate Affairs functions, initially in Argentina and subsequently in Colombia and New York. He spent five years in New York as Director of Economic and Fiscal Affairs for Latin America and Canada. He returned to Argentina in 2016.



Horacio Riggi

HEAD OF THE ECONOMICS SECTION,
CLARÍN

Head of the Economics Section at Clarín. He holds a Bachelor's degree in Communication Sciences from the University of Buenos Aires (UBA) and has also pursued studies in Economics and Law at UBA. He served as Deputy Editor of El Cronista and also worked at Infobae as Editor of Economics and Politics, as well as at the CMA News Agency and Brazil's Gazeta Mercantil newspaper. He has hosted radio programs on América and Radio El Mundo, and has been a commentator for Radio Continental, Radio Rivadavia, and Radio La Red. In television, he is currently a commentator for TN. Previously, he worked with A24 and CN23. In 2006, he was awarded a European Union scholarship in Brussels.



Martina Rua

JOURNALIST AND SPEAKER ON
INNOVATION AND PRODUCTIVITY, LA
NACIÓN

Martina Rua is a journalist and speaker specializing in innovation and productivity, with 25 years of professional experience. She is a columnist for La Nación, where she has been writing for the past 18 years, and she also hosts radio programs and podcasts.

She is the author of the books *The Time Factory*, *How to Tame Your Screens*, and *100 Innovation Secrets*. In addition, she teaches in the Executive Education Program at Universidad de San Andrés (UDESA).

Throughout her career, Martina has explored and reported on the world's leading innovation cultures. In the last 10 years alone, she has delivered more than 500 keynote presentations and conferences for executives and teams at some of the most prominent companies across Latin America.



Stefano Volpetti

CHIEF GLOBAL GROWTH OFFICER, PMI

Stefano Volpetti is Chief Global Growth Officer at Philip Morris International (PMI). In his current role, he leads the company's global growth agenda, driving consumer-focused innovation, brand development, and commercial excellence across PMI's international business. His work supports PMI's ongoing transformation and its ambition to expand beyond traditional tobacco products while delivering long-term value for consumers and society.

Since joining PMI in 2019, Stefano has held several senior leadership positions, including Chief Consumer Officer and President of PMI's Smoke-Free Products Category. In these roles, he played a key part in advancing the company's smoke-free transformation and expanding its portfolio of smoke-free products for adult consumers around the world. Prior to joining PMI, Stefano spent more than two decades at Procter & Gamble, where he held leadership roles across Italy, Mexico, and European markets, and served as Vice President for a global business unit. He also served as Chief Marketing Officer at Luxottica Eyewear.

Stefano holds a degree in Business Administration from LUISS University in Rome, Italy.



Andrea Falcone

CO-FOUNDER AND REGIONAL LEAD, THE SHIFT

Andrea Falcone is a lawyer, holds a Master's degree in Social Security Systems from the University of Alcalá in Madrid, and is an expert in retirement financing and demographic change. She is the Co-founder and Regional Lead of THE SHIFT, a demographic intelligence platform that helps organizations anticipate and adapt to a new demographic reality. She also founded Argentina's first law firm specializing in older adults, which today serves more than 45,000 clients.



Juan Facundo Teme

PUBLIC POLICY AND REGULATORY AFFAIRS
SPECIALIST, PMI

Juan Facundo Teme is a specialist in public policy and regulatory affairs. Throughout his career, he has worked to promote evidence-based solutions and cross-sector collaboration, contributing to the development of sustainable and effective public policies.

Between 2020 and 2024, he served as President of the Argentine Association of Vaping Device Users, leading initiatives focused on evidence-based regulation and fostering dialogue among legislators, regulatory authorities, and civil society organizations. He currently serves as General Coordinator of RARDT (Argentine Network for Tobacco Harm Reduction).

He has participated in national and international forums on public health, innovation, and regulation, promoting informed decision-making and the exchange of experiences related to risk reduction strategies and consumer protection.



Dr. Hernán Seoane

MEDICAL DOCTOR

Dr. Hernán Seoane is a physician who graduated from the Universidad del Salvador and is board-certified in Internal Medicine, having completed his specialty training at the Italian Hospital of Buenos Aires. He has extensive experience in healthcare management, academic leadership, public health, digital transformation, and innovation applied to the healthcare sector.

He holds a Master's Degree in Digital Health Management from ADEN University and EUNCET Business School in Barcelona, and has completed postgraduate studies in Strategic Health Management at George Washington University in the United States.

Throughout his career, he has held strategic leadership roles across multiple healthcare organizations, including the private sector, social security institutions, and public administration. His professional trajectory has been particularly focused on the design, leadership, and implementation of digital transformation initiatives, innovation management, data analytics, and the application of artificial intelligence in healthcare.



Carla Quiroga

VERTICALS MANAGING EDITOR, LA NACIÓN

Carla Quiroga is the Verticals Managing Editor at La Nación, where she has worked for the past 10 years. She oversees the Real Estate, Mobility, Wellness, and Foodit sections, the latter being La Nación's gastronomy-focused content platform. She also contributes to the publication's Economy and Business coverage.

In addition, Carla leads the Events Content Development area, a business unit that organizes more than 30 events each year. In this role, she serves as executive producer, host, and moderator.

Carla is a journalist graduated from the Pontifical Catholic University of Argentina (UCA) with more than 30 years of experience in the media industry. She began her career in television, working across a wide range of functions, including production, archiving, editing, reporting, and hosting. Throughout her TV career, she worked for Canal 7, 26 TV, Telefe, and P&E.

She has also built a distinguished career in print and digital journalism, particularly in media outlets focused on economics and business, including Negocios and Apertura magazines. At Apertura, she served as Web Editor, where she created and led Mujeres que Hacen, one of the first media initiatives in Argentina dedicated to covering gender-related issues.

TECHNOVATION

SMOKE-FREE BY PMI Buenos Aires, October 2026

Additionally, she was a columnist for Cronista TV, a program broadcast on A24.

After joining La Nación in 2016, Carla became editor of the newspaper's residential and commercial real estate supplements, while also covering general economic topics. In television, she was a panelist on Mesa Chica, the LN+ program hosted by José Del Río, as well as on Comunidad de Negocios.

Today, Carla combines editorial leadership, content strategy, and event production expertise, bringing together extensive experience across print, digital, television, and live media platforms.



Lara López Calvo

JOURNALIST

Lara López Calvo holds a degree in Economics from the University of Buenos Aires (UBA) and a Master's degree in Finance from UCEMA.

For years, she has analyzed Argentina's economic landscape across the country's leading media outlets, helping bring macroeconomics closer to people's everyday lives.

She is the founder of one of Argentina's largest finance communities, where she promotes financial education through a clear, practical, and accessible approach.

In 2025, she was recognized as a Young Excellence Award recipient by the Rotary Club for her contribution to financial education.



Ximena Díaz Alarcón

CEO & FOUNDER YOUNIVERSAL

Ximena Díaz Alarcón specializes in Brand Marketing, Market Research, Trends, Innovation, and Strategic Planning, with more than 20 years of professional experience designing and leading projects for leading brands across multiple categories and industries at both regional and global levels.

She is the CEO and Co-founder of Youniversal, a leading consulting firm in Latin America, with extensive regional experience leading projects for companies such as The Coca-Cola Company, Nike, Turner Television, Uber, Headspace, Colgate, Owens-Illinois, Unilever, Danone, Arcor, Mondelēz, Kimberly-Clark, Bayer, Glaxo, Roche, Chandon, and Andrómaco Laboratories, among others.

She holds a Bachelor's Degree in Public Relations and Advertising, a Master's Degree in Social and Political Anthropology (FLACSO), and a Master's Degree in Comprehensive Management of Digital Businesses (Universidad de San Andrés). She has also completed studies in Strategy Frameworks (IDEO), Future Scenarios (Institute for the Future), and Digital Anthropology (University College London).

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Currently a PhD candidate in Sociology (Pontifical Catholic University of Argentina), she serves as a Professor of Trends and Innovation at MIND and Universidad de San Andrés, as well as Academic Director and Professor of “Customer-Centered Business” at Universidad Torcuato Di Tella. She also teaches in Culture Lab, FLACSO’s Applied Anthropology Laboratory for Product and Service Design.



Alejo Campos

REGIONAL DIRECTOR, CRIME STOPPERS

Alejo Campos is Regional Director of Crime Stoppers for the Caribbean, Bermuda, and Latin America, and a member of the Board of Crime Stoppers International. Based in Panama, he has led the expansion of Crime Stoppers' Spanish-language model across the region since 2011, adapting citizen security and crime prevention initiatives to the institutional and socio-economic realities of Latin America.

A political scientist by training, Alejo specializes in public security, organized crime, illicit trade, and regional cooperation. He has worked with governments, international organizations, and multilateral institutions on issues related to citizen security, transnational crime, and public policy.



Carlos Matienzo

DIRECTOR AND FOUNDING PARTNER,
DATAINT

Carlos Matienzo is a political scientist from the National Autonomous University of Mexico (UNAM), holds a Master's degree specializing in International Security from Columbia University, and has completed doctoral studies in Defense at the Mexican Army and Air Force University. He is Managing Partner at Dataint, a Mexican security intelligence firm, and previously served as an advisor in the Office of Mexico's Secretary of the Interior on security and governance matters. Carlos contributes to media outlets including Herald, Fox News, CNN, Televisa, and WRadio, providing expert analysis on security-related issues.



Juan Francisco Galli

FORMER CHILEAN UNDERSECRETARY OF
THE INTERIOR

Juan Francisco Galli is a Chilean lawyer, public policy expert, and former Undersecretary of the Interior of Chile, where he led the government's efforts on public security, organized crime, border control, and law enforcement coordination. During his public service career, he also served as Undersecretary for the Armed Forces and Undersecretary General of the Presidency, playing a key role in security and institutional policy matters.

A graduate of the Pontifical Catholic University of Chile, Galli holds a Master in Public Administration and Public Policy from the London School of Economics (LSE) and a Master in International Security Studies from the George C. Marshall Center and the Bundeswehr University Munich. He has extensive experience in public policy, legislative affairs, and security governance, and currently contributes to public debate on crime prevention, organized crime, institutional strengthening, and public security in Latin America.



Rodrigo Alegre

JOURNALIST

Rodrigo Alegre is an investigative journalist and one of Argentina's leading figures in political, judicial, and crime reporting. With an extensive career spanning media outlets such as TN, eltrece, Página/12, and Perfil, he has specialized in investigations into power, corruption, the justice system, and organized crime. His experience combining in-depth reporting, analysis, and current affairs coverage has positioned him as a respected voice for understanding the key debates and transformations shaping Argentina and the broader region.



Brian Erkkila

DIRECTOR SCIENTIFIC
ENGAGEMENT PMI U.S.

Dr. Brian Erkkila currently serves as the Director Scientific Engagement at Philip Morris International U.S., communicating the science of Tobacco Harm Reduction and smoke-free products to policymakers and the scientific community. Since joining Swedish Match North America, an affiliate of PMI in March 2021, he has been a driving force in aligning regulatory processes with science-driven approaches to improve public health outcomes and help Philip Morris International achieve their mission for a smoke-free future.

Prior to his current role, Dr. Erkkila served at the Foundation for a Smoke-Free World, first as Director of Regulatory Science and later as Vice President of Health, Science, and Technology. There, he contributed to groundbreaking research initiatives in tobacco harm reduction.

His career also includes over six years in public service as a lead toxicologist at the FDA's Center for Tobacco Products, where he worked on critical regulatory and risk assessment issues. Earlier in his career, Dr. Erkkila conducted postdoctoral research at the National Institute of Health, specializing in neurobiology.

Dr. Erkkila holds a bachelor's degree in neurobiology from The Johns Hopkins University and a PhD in neurobiology from the University of Alabama at Birmingham.



Eleonora Santi

SR. DIRECTOR OF INSTITUTIONAL
AFFAIRS, PMI

Eleonora Santi is Senior Director of Institutional Affairs at Philip Morris International. In this role, she leads engagement with external stakeholders and supports the company's broader corporate affairs, communications, and public policy priorities.

With more than two decades of experience spanning public affairs, government relations, communications, and policy development, Eleonora has held a number of senior leadership positions across PMI. Since joining the company in 2009, she has served in roles including Director Regulatory & Scientific Affairs for Philip Morris Italia, Manager EU Affairs in Brussels, and Corporate Affairs Manager.

Prior to PMI, Eleonora built an extensive career in public institutions and international affairs. She served as Senior Policy Advisor and Head of Staff at the Italian Chamber of Deputies, advised Rome's municipal administration on international and diplomatic affairs, and worked as an accredited assistant and political advisor at the European Parliament. Her experience has covered areas including foreign affairs, stakeholder engagement, public policy, international relations, environmental issues, tourism, media relations, and cooperation with international organizations.

Drawing on her background across both the public and private sectors, Eleonora brings deep expertise in corporate communications, international relations, regulatory affairs, and stakeholder engagement.



Mariana Hoyo

MEDICAL DOCTOR

She has a solid track record in integrative medicine and is a leading specialist in harm reduction, with an emphasis on the therapeutic use of cannabis and strategies for responsible substance use. Since 2018, she has advised brands, companies, and individuals on matters related to cannabinoid products, and in 2023 she founded Carbono 21, an initiative dedicated to education on responsible consumption and risk reduction. Her training has been complemented by certifications in cannabis medicine, addiction treatment (Yale University, 2024), and tobacco harm reduction (EATHR Global Academy, 2024), in addition to her work as a speaker at international conferences and legislative forums. Likewise, her teaching experience at Universidad Anáhuac Cancún has allowed her to develop skills in educating young people, and she has addressed topics such as stress, anxiety, and the use of cannabinoids among young populations, contributing a medical and educational perspective in spaces dedicated to adolescents and women.



Enrique Terán

MEDICAL DOCTOR

Enrique Terán holds a Doctor of Medicine (MD) degree from the Central University of Ecuador and a PhD in Pharmacology from the University of London, United Kingdom. He also earned a Master's degree in International Development Cooperation from the International University of La Rioja, Spain.

He is a biomedical researcher with a particular focus on gestational hypertension, metabolic and infectious diseases, and pharmacology. He has authored more than 200 publications in peer-reviewed indexed scientific journals and has built an academic career that combines research, teaching, and participation in initiatives related to the generation and application of health evidence.

He is a member of the Ecuadorian Academy of Medicine, the Ecuadorian Academy of Sciences, and the Hispanic American Academy of Doctors. He was awarded the Federico González Suárez Academic and Scientific Merit Medal, granted by the Municipality of the Metropolitan District of Quito in recognition of his academic and scientific achievements.



Sebastián Schanz

MEDICAL DOCTOR

Dr. Sebastián Schanz is a cardiologist specializing in cardiac electrophysiology and implantable cardiac devices.

Dr. José Sebastián Schanz currently serves as Medical Director of the UAM Medical Center in Salta, Argentina, where he leads clinical initiatives focused on the prevention, diagnosis, and treatment of cardiac arrhythmias and sudden cardiac death.

In addition to his clinical practice, Dr. Schanz is an Associate Professor of Human Physiology at the National University of Salta. Throughout his career, he has held various leadership positions in cardiovascular medicine and medical education. He currently serves as President of the 2025 Argentine Arrhythmia Congress and previously chaired the 2021 National Congress of Cardiology.

His areas of expertise include cardiac electrophysiology, arrhythmia management, cardiac pacing, sudden cardiac death prevention, sleep medicine, and cardiovascular education. Dr. Schanz earned his medical degree from the National University of Córdoba and completed his specialized training in cardiology and electrophysiology at the University of Buenos Aires and Favaloro University.



Guillermo Lobo

EDITOR OF THE HEALTH, SCIENCE
AND ENVIRONMENT SECTION, TODO
NOTICIAS

Guillermo Lobo is an Argentine journalist and science communicator, widely recognized for his television career and for bringing the major advances and challenges of science, technology, and innovation closer to the public. With an extensive background in the media, he has established himself as one of Argentina's leading voices in science communication, combining journalistic rigor, curiosity, and an accessible perspective on how innovation is transforming our lives and society.

He serves as Co-Director of the Graduate Program in Scientific, Medical and Environmental Communication at the Faculty of Medicine of the University of Buenos Aires (UBA). He also holds a Diploma in Scientific, Medical and Environmental Communication from the University of Barcelona, where he also taught as a faculty member.

Currently, he is Editor of the Health, Science and Environment section at Todo Noticias (TN), where he leads coverage of scientific advances, innovation, technology, and knowledge-driven issues with significant social impact.



Paulina Villegas

MEDICAL DOCTOR

Paulina Villegas is a sustainability and ESG strategy leader with more than 20 years of experience driving initiatives that integrate sustainability into business strategy and strengthen long-term value creation.

She currently serves as Regional Head of Sustainability for Latin America and Canada at Philip Morris International (PMI), where she leads the integration of ESG criteria into business decision-making, governance enhancement, and engagement with key stakeholders. During her more than 14 years at PMI, she has held various positions within Corporate Affairs, leading the development and implementation of sustainability and business transformation strategies across the region.

Throughout her career, she has designed and led programs focused on social investment, human rights, diversity and inclusion, sustainable value chains, materiality assessments, and integrated sustainability reporting.

She holds a Bachelor's degree in Business Administration from Tecnológico de Monterrey, a Master's degree in Social Responsibility from Universidad Anáhuac, and an executive diploma in Corporate Sustainability Management from the University of Cambridge. Her approach combines strategic vision with execution, viewing sustainability as a key enabler of resilience, innovation, and sustainable business growth.



Santiago Betancourt

REGULATORY AFFAIRS MANAGER,
FEMSA

Graduated with a Bachelor's Degree in Communication from Universidad Panamericana and holding a Master's Degree in Law from American University in Washington, D.C., he is the Regulatory Affairs Manager for FEMSA's Proximity Division businesses in Mexico and Latin America, overseeing brands such as OXXO, Bara, Caffenio, and Andatti.

He previously led the Public Affairs practice at BCW Global (formerly Burson-Marsteller) in Mexico and has more than 10 years of experience in government relations, lobbying, and crisis communications across industries including automotive, energy, financial services, food and beverage, pharmaceuticals, and technology.

He has also served as a professor of Communication and Social Media and has contributed as a columnist to Excélsior and Alto Nivel magazine.



Mariana Contartessi

JOURNALIST AND ANCHOR

Mariana Contartessi is a journalist and multiplatform news anchor specializing in Argentine politics and economic affairs.

She holds a postgraduate degree in Digital Journalism from Pompeu Fabra University and a degree in Communication from the National University of La Plata.

She is the recipient of three Martín Fierro Awards for Outstanding Female Journalism.

Currently, she appears on América TV and Argentina 12, hosts programs on Radio La Red, and leads content on the Blender streaming platform.



Sofía Terrile

JOURNALIST, TODO NOTICIAS

Sofía Terrile is a journalist specializing in economics and business. She currently works as an economics columnist for TN - Todo Noticias, where she makes economic news and trends accessible to a broad audience. She holds a Bachelor's degree in Communications from the Argentine Catholic University (UCA), a postgraduate degree in Finance, and a Master's in Media & Development from the London School of Economics (LSE). Throughout her career, she has received distinctions such as the ADEPA Award and has participated in international leadership programs including Eisenhower Fellowships and the International Visitor Leadership Program (IVLP) and Chevening.