



The XXX BPW International Congress
“BPW International: 90 years of
Women’s Empowerment for Sustainable Development”
Orlando, Florida, USA • 21-25 August 2020



Silvia VIGATA GONZALEZ, CANDIDATE FOR CHAIR OF STANDING COMMITTEE ON PUBLIC RELATIONS, BPW INTERNATIONAL

Last name and first name	VIGATA GONZALEZ, Silvia
Member of	BPW Spain
Nominated by	M Jose Mainar Puchol, Past President BPW Spain
Consent of own Affiliate	Nominated by her own Affiliate
BPW Offices held	Local Club: BPW Lleida Executive Member From 2008 to 2014 Federation: BPW Spain Executive, Public Relations & Social Media Chair From 2013 to 2018 National President, BPW Spain From 2018 to date
Positions in other Voluntary Organizations	Lions Club International: Vice President Lions Lleida May 2014 to July 2019 Empresa Familiar de Lleida: Executive Member Nov 2018 to date Confederacion Espanola de Organizaciones Empresariales (CEOE) Miembro de la Comision de Industria y Energia July 2015 to date CEPYME: Executive Member Sept 2019 to date
Related Experience / Qualifications (e.g. CV, resume)	I graduated from the University of St Louis, USA where I obtained my BBA in Business Administration and International Business. But all my life, I have been continuously learning and updating my knowledge: Example: 2018 – 2019 Update UN Women Training Center: I Know Gender 1, 2, 3: Gender Concepts to get Started: International Frameworks for Gender Equality; and Promoting Gender Equality throughout the UN System I Know Gender 4: Women’s Economic Empowerment I Know Gender 5: Women’s Leadership and Decision-making I Know Gender 7: Gender Equality in the World of Work I Know Gender 8: Gender Equality and Education An Introduction to CEDAW





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	<p>2030 Agenda for Sustainable Development and Gender Equality</p> <p>LINKEDIN Training Center: Nonverbal language for leaders</p> <p>Languages: Catalan (Native or Bilingual) English (Native or Bilingual) Spanish (Native or Bilingual) Italian (Basic)</p> <p>Main Skills</p> <p>International Negotiation Business Strategy Entrepreneurship Public Relations Decisive</p> <p>Last Publication: <i>La Revolucion Femenina: Sostenibilidad y economia circular para alcanzar la Industria 4.0</i></p>
<p>Statement by Candidate (Maximum 500 words)</p>	<p>My family opened a small metallurgical business when I was 8 years old and since then the family company has continued to grow up. It has become a holding of companies under the name of ASYSUM GROUP. I joined ASYSUM GROUP in 1995 working as Board Member, Compliance Officer, International Manager and Co-owner. Business runs in my blood.</p> <p>I am an active member of the Spanish economy and society: Commission of Industry member from CEOE, Board Member of CEPYME, Board Member of Family Business Net. I am also an active member of Lions International.</p> <p>As a BPW member, I have attended many international events:</p> <p>3 times – International Leaders’ Summit NY BPW International</p> <p>BPW Europe:</p> <p>Zurich Regional Congress 2016 Galway Regional Congress 2019 BPW Mediterranean Congress 2019 ASIA PACIFIC Regional Congress in Bangkok 2018 LATIN AMERICA Regional Conference in Quito 2019</p> <p>I am a well-known member of BPW International in all regions. As Public Relations Chair I can help to position BPW International on the media map as I have done with BPW Spain when I was Community Manager and Public Relations in my last Board stage and now as President. My work is public: BPW Spain is one of the most active Federations in social net. The BPW</p>





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	<p>Spain web page is always updated and has 3000 visits per month, 1800 different visitors and 100,000 pages were visited last year.</p> <p><i>BPW International is one of the oldest and best business women organizations and one of the least known in the world.</i></p> <p>We have to put BPW International back on the map. We have lost our links and positions in important international organizations and we will have to restart to join the ties again.</p> <p>We have to work together as a unique voice, because we are the voice of business and professional women in the world.</p> <p>We have to work for our SPIRIT OF BELONGING and place IFBPW in the 21st Century.</p> <p>Like we say in Spanish SOMOS BPW We are BPW</p>
<p>A written Supporting statement (Maximum 200 words) by nominating affiliate</p>	<p>I have known Silvia from the first day that she started being linked with BPW.</p> <p>She’s a hard-working woman, very compromising and decisive.</p> <p>She has travelled with me to many international events and she has always acted like a true public relations person. She’s very open and nice. She has a big heart linked with a computer min.</p> <p>She has worked very hard as a Board Member and BPW Spain Community Manager. She has opened BPW Spain to the net world.</p> <p>She will be a very good active person for BPW International, she can help our International Federation and she has all my complete support as Chair for the Public Relations Committee.</p> <p><i>Isabel Manas Rodriguez</i> <i>Past President, BPW Spain</i></p>





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