



ANA ONDINA de MARTINEZ
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Ana O. Martinez is the Director for ibm.com in Latin America and is responsible for shaping and deploying IBM's direct business model in the region, using the Web and telesales to reach customers of all sizes and offer IBM solutions and services. As the leader for this strategic initiative, Ana heads an extended team of approximately 500 people with a focus on direct sales, service and support, with operations in 10 countries, including call centers in Brazil, Mexico, Argentina and Colombia.

Previously, Ana was the lead executive for Florida covering the Small & Medium Business segment, with responsibility for sales and customer satisfaction. Before moving to Florida, she was general manager for IBM in Puerto Rico, the first woman executive to hold this position, overseeing all sales and marketing of IBM solutions and products in Puerto Rico.

Throughout her 25-year IBM career, Ana has held numerous technical, marketing, and management positions in New Haven, CT; Boston, MA; and Miami, FL.

Ana has served as board member of many organizations, including Partners in Excellence, Board of Trustees Florida Chamber of Commerce, Puerto Rico Junior Achievement, Puerto Rico United Way and others. In 1998 she completed Leadership America, a national leadership program for women in business, and is currently a board member of the organization. Ana is a graduate of Harvard Business School's Hispanic Associations for Corporate Responsibility: Board Leadership Program.

Ana was born and raised in San Juan, Puerto Rico. She holds a Mathematics degree from the University of Puerto Rico and a Masters in Computer Science from the University of New Haven. She taught Mathematics at the University of Connecticut.

Ana is married and enjoys playing golf, scuba diving, skiing, jogging and gourmet cooking. She is fluent in English, Spanish and has knowledge of Portuguese.