



·Marta Pardo

**Global Keynote Speaker
& Master of Ceremonies**

BIOGRAPHY

My mission? To make motivation self-sustaining, transforming the transmission of skills and mindset into an exceptional practice that blends leadership and customer experience toward excellence.

Since taking over the family business at the age of 16, **Marta** has been a pioneer in her field. By the age of 21, she had already completed her business studies specializing in **Hospitality and Tourism** in **Mexico**. At 31, she obtained a **postgraduate degree in Human Resources Engineering and Psychology** from **Nice Sophia Antipolis University**.

An **expert in customer experience, motivation, and bold management**, Marta boasts over **30 years of experience** in these areas. From managing hotels in France and abroad to working with major companies like **Walt Disney Company, Marriott International, and Accor Hotels**, she has built an international career.

Recognized for her work, she was awarded with the "**Leadership in Positive Action**" medal in Mexico and received the **Lyon City Award** for the **best renovation and enhancement of heritage** for the **Château Perrache Hotel** classified as a Historical Monument.

From **2015 to 2021**, she served as an **elected member of the Lyon Métropole Saint-Etienne Roanne Chamber of Commerce**, was on the **Supervisory Board of Lyon Airport**, and was administrator of **Entreprises & Numérique**. She also co-chaired the **Women Business Leaders division of CPME Rhône** for 5 years.

Currently, she is the **President of the Spanish Association of Professional Speakers**, as a **Global Keynote Speaker** and **Master of Ceremonies** in French, English and Spanish.

Recently, Marta was honored as **Best Live Speaker 2024 in London** and ranked **11th in the 2024 TOP GLOBAL Management Gurus worldwide** in Indonesia.

As the **author of "On the Road to Motivation,"** Marta presents the "**P-ROAD**" method, an innovative strategy that helps leaders **motivate their teams, strengthen the sense of belonging, and build trust in times of change**. With her **unique approach, inspired by the precision and strategy of a race car driver**, Marta aims to **transform leadership**, guiding teams with the "**P-ROAD**" method to overcome challenges and achieve success.

At **52 years old**, with passion and determination, she is reaching new heights by obtaining **International Coaching Certification (ICC) in Spain**.

During this period **Marta was for 5 years immersed in the world of cars and motorcycles** with the passion of her father and her 2 brothers who will become motorsport professionals.

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She began **her graduate studies**. She is the youngest in her class.

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She became a **vicarious business manager** for 1 month after his father's heart attack. **Management of 80 people** to 98% of men.

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She finished her **business school** **majoring in Hospitality and Tourism** and went to **work in Orlando-Florida for the Walt Disney Company**. She earned a **degree in marketing** from the University of Florida.

She came to Paris and **worked for Disneyland Paris**. She gets her first **job as a manager in a 1000-room hotel**.

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She completed a **DESS in Human Resources Engineering and Psychology** and **joined the ACCOR Group** with the Sofitel brand in Nice. Then, she managed Paris **Au Mercure Tour Eiffel** with 405 rooms, where she became the N°2 as **Rooms Division Director**.

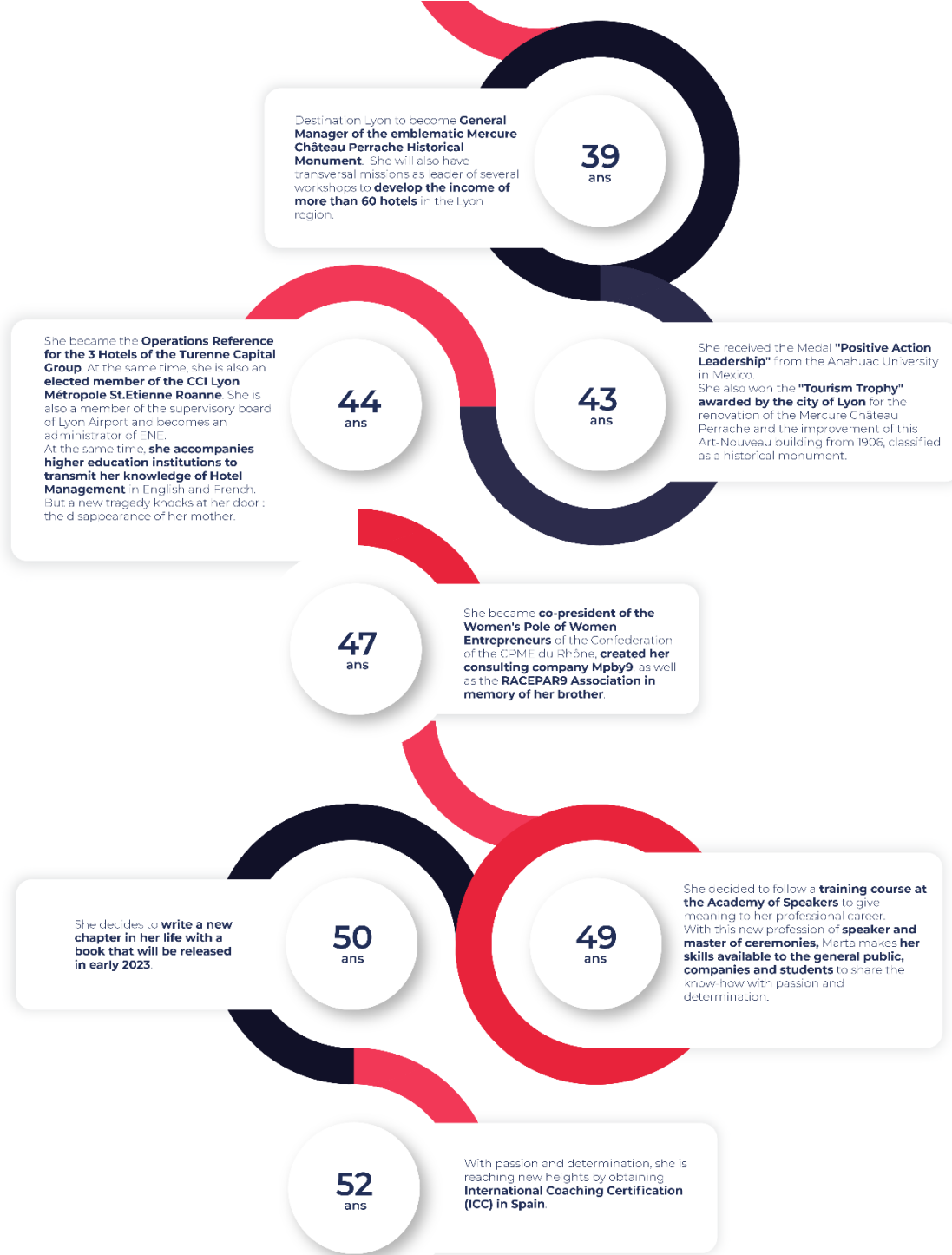
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She came to Monaco to work at **Marriott International**. At the same time, she did a **DESS to become GM**.

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She became **General Manager** of the **Hotel Mercure Austerlitz Bibliothèque**. But tragedy knocks on her door: she loses her brother Carlos in a NASCAR car race.



Feel free to contact us at any time if you have any questions.

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