

#WFMX17 MEET WITH

NORMA BASTIDAS

Athlete and Activist
Athletic Ambassador of
the United Nations Blue Heart Campaign
www.normabastidas.com

Based in:
Los Angeles, U.S.A.
Twitter: Ultrarunwild



'Unleash your Leadership! is to stop worrying about being liked and to embrace your authentic self.' – Norma Bastidas

WOMEN'S FORUM MEXICO . 17

8-9 November 2017

Register [here](http://www.womens-forum.com) to attend #WFMX17
www.womens-forum.com

Three words that define a good leader:
Teacher, Authentic, Ethical.

What is the most rewarding moment of your career to date?

Breaking a 20-year-old Guinness world record on behalf of human trafficking victims all over the world. As an activist: speaking publicly about my history of sexual abuse.

And the most challenging moment of your career?

As an athlete learning to swim to break the Guinness World record for the longest triathlon.

Name one woman who inspires you and why?

Maya Angelou - She spoke of her history of sexual abuse without shame.

Why did you decide to attend #WFMX17?

Women's Forum Mexico is an amazing platform to meet influential women and to share ideas.

What do you expect from Women's Forum Mexico 2017? To be inspired!

If you attended Women's Forum Mexico 2016, how did it impact you? It made me feel less alone; the road to success is often long and lonely.

What kind of leaders -or who- are you looking forward to meeting at #WFMX17?

This is my Fourth Women's Forum: Inspiration is everywhere...

A book or a film on leadership that you would like to recommend to your fellow delegates?

I recently watched [Working Girl](#), the 1988 Mike Nichols' movie with Melanie Griffith, Sigourney Weaver and Harrison Ford; and I was surprised on how much hasn't changed for women in the workplace; it woke me up.

What else do you want delegates to know about you?

My documentary [Be Relentless](#) about my world record is showing in festivals around the world. If you have a chance to see it, please do.

 **WOMEN'S FORUM**
FOR THE ECONOMY & SOCIETY

