



#WFMX17 MEET WITH

MAGDALENA ZAPATA

General Manager, L'Oréal Active Cosmetic Mexico

www.loreal.com

Based in:
Mexico City

Board Member of:
Women's Forum Mexico
AMME - Asociación Mexicana de Mujeres Ejecutivas

Linkedin : <http://linkedin.com/in/magda-zapata-3b6b973>

'Unleash your Leadership! is allowing you to be the best version of yourself, to break all barriers, starting with your inner ones. It means to exploit your capabilities and achieve new goals, beyond your wildest dreams!' – *Magdalena Zapata*

WOMEN'S FORUM MEXICO . 17

8-9 November 2017

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

Three words that define a good leader:
Vision, empowerment, teambuilding

What is the most rewarding moment of your career to date? When I witnessed the opening of a water well that was constructed in a very poor community in Chiapas, Mexico. This was the result of a social marketing campaign with Bonafont, which I implemented.

And the most challenging moment of your career?
Dealing with a customer, when I did a career change from marketing to sales.

Name one woman who inspires you and why?
Aung San Suu Kyi - She is a fighter; she has believed in herself and in her people; she has had a dream, and although everything looked impossible she did not hesitate and made it possible!

Why did you decide to attend #WFMX17?
It is a great opportunity to inspire Mexican women to change, starting within their own environment. Each woman can change the country and the world.

Did you attend Women's Forum Mexico in 2016?
How did it impact you?

I was significantly inspired and enjoyed meeting other women who shared my dreams and aspirations.

What do you expect from Women's Forum Mexico 2017?

I expect to meet wonderful women and to identify specific actions I can take to inspire other women, and to start changing the women's role in Mexico, one at a time!

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

visionary, relentless, brave, honest, willing, aspirational.

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

Clint Eastwood's movie [Invictus](#) and Margot Lee Shetterly's book [Hidden figures](#)

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

