



13th INSME Annual Meeting

“Improving Productivity in SMEs and Their Role in Global Value Chains”

From the 15th to the 17th of May 2017
Puerto Vallarta - State of Jalisco, Mexico

Ms. Rossana Fuentes Berain

Founding CEO

Mexico Media Lab S21

Mexico

Founder and CEO of Mexico Media Lab S21, which is a think tank that specializes in doing research about the use of ICTs and using it to imagine and implement disruptive projects that provoke innovation in both the public and private sector in Mexico.

As part of the research activity of the Mexico MML, she published the book “México 2020: dale click a tu futuro” (Mexico 2020: click on your future), in which she explores future scenarios for Mexico and emphasizes the necessary bet on digital revolution in the country.

She currently writes for Huffington Post Mexico and gives conferences, and works pro-bono in scenario planning for Latin America and México.

From Jan/09 until Aug/14, held the position of Editorial VP of Grupo Expansion where she oversaw the editorial content of 17 magazines and 11 websites.

First women editor of Business Affairs for El Financiero, lead the Investigative team at Reforma, and the Op Ed pages at El Universal. She hosted the Televisa TV program “Contrapunto”. Frequent contributor to The NYT, The WP, and other U.S. media outlets.

She has written on a range of topics and issues: the Mexican currency crisis of 1994, the Mexican debt crisis of the 1980s, as well as salient international affairs and domestic political issues. Her individually authored book is Oro Gris (Grey Gold), a biography of CEMEX’s Mexican billionaire CEO Lorenzo Zambrano.

Graduated from the Universidad de Occidente-Navarra-Iberoamericana (PH.D) on Media and Law. She holds a graduate degree from the University of Southern California (MA), on Theater of the Mountview Academy of Theatre Arts (MA), | Diploma on Aesthetics and Film History from the Sorbonne in Paris, and a BA of the Universidad Autónoma de México on Mass Media at the Public.