



## Lourdes Pérez BIO

With a degree in Economics and Business Administration and a master's degree in financial management, Lourdes Pérez started her career in the corporate sector, working for multinationals in banking, business management and financial analysis in Spain, Ireland and Italy.

Her willingness to contribute to make this world a better place moved her to volunteer at the Spanish Red Cross while studying her second international master's degree in Peace, Conflict and Development studies. She moved to India in early 2004 representing Spanish Red Cross, initially in Orissa and later as Head of Delegation in New Delhi, involved in big emergency operations (Tsunami Operation in 2004, Pakistan Earthquake 2005, floods and cyclones) besides developing several programs on Disaster Management/Disaster Risk Reduction involving construction, Health Promotion, Water and Sanitation, Socioeconomical Development, Resilience and Community Empowerment with special focus to women empowerment.

In 2007 Lourdes joined the International Federation of the Red Cross & Red Crescent Societies (IFRC), the biggest international humanitarian organization in the world, and worked in the South Asia Regional Delegation of IFRC as Grants and Relationship Manager covering 8 countries. She was in charge of developing strategic partnerships with international donors and partners (other Red Crosses, UN agencies, Governments, foundations, etc.). After culminating a period of nearly 6 years in the Indian sub-continent, in 2010 she moved to Panama to serve in the Americas Zone Office of the IFRC as responsible of Resource Mobilization for the Haiti earthquake operation, the biggest operation the IFRC had in the world at that time and supporting the Zone with the design of the RM Strategy.

During 2011 she was the Resource Mobilization Coordinator for Europe and Central Asia, covering 52 countries and working at the Europe Zone Office of IFRC in Budapest focused on humanitarian diplomacy, strategic partnerships with new partners, promoting Capacity Building in Fundraising for other European Red Crosses. Since 2013 till end 2014 she has been the Relationship Manager for Asia-Pacific, based in Kuala Lumpur (Malaysia) working on Humanitarian Diplomacy and donor relations with special focus on the Philippines Typhoon Haiyan. Now she is back in Hungary, responsible

of advocating for the more vulnerable in her role as Humanitarian Diplomacy Senior Advisor, covering Europe and Central Asia.

In between official assignments, she focuses on her other passion and field of study: Personal development. Lourdes works worldwide as consultant and speaker on Personal Development and inner Leadership (Switzerland, Italy, Spain, India, Nepal, Hong Kong, Malaysia,...). She studied numerous related disciplines in India and abroad and her seminars, conferences, retreats and private sessions have a holistic approach using western and eastern knowledge like coaching, meditation and yoga (internationally certified yoga-meditation teacher). She is helping others to find their potential through profound inner transformation with special focus on institutions and individuals (senior professionals, managers, executives, entrepreneurs, diplomats and leaders). She was selected by AIM-Summit as one of the young emerging leaders in Europe in 2013.

Born in Spain, her native language is Spanish and Valencian/Catalan. Besides she speaks English, French and Italian.