



Since she began to imagine how she wanted to live and work, Marta Martí has focused on people and the most primal engine that moves them: emotions. She has sought to grasp them, understand them, share them in a positive way. And all of this applied to the area of life where most of the adult population in our culture invest most of their time and energy: companies. Maybe that's why, although she studied "pure science", with a degree in Public Relations from the ESRP Barcelona, she decided to specialize in one type of innovative management communication, one which builds bonds of trust and humanizes the world of business.

The projects and companies created by Marta Martí are inspired by specialized professionals who share attitudes, values and desires to offer customized solutions to the specific needs of companies and teams. This takes place through 4 tools, her own brands: **SHAKeON** (on / off line platform dedicated to awakening entrepreneurial attitudes and co-creating value), **TRIBU RESPIRA** (**TRIBE BREATHE** communications and corporate social responsibility consultancy that promotes a voluntary Emotional contract between people and organizations), **SIPS of LIGHT** (Creativity and motivation Workshops based on the observation of light to strengthen mind) **MM soul coaching** (personal training to work emotion-reason-physical-consciousness of managers and entrepreneurs)

Currently, Marta is an entrepreneur with 18 years of experience in managerial and business communication management, corporate social responsibility and social action organizations working both nationally, and internationally; specializing in internal communication and sectors related to the environment. She is an expert in creating strategies that promote trust with social-political-economic agents and crisis management. Having worked and collaborated on projects in several EU and Latin American countries, she has extensive experience both professionally and personally, in diverse cultural environments.

She served as Director of Communication and Image in the HERA Holding Group (1994-2005), and from 2005-present stage which has given a new direction to her career. She is committed to the entrepreneurial spirit and is proactive as a member of the Catalan, Spanish and European civil societies. This is reflected in the creation of her own start-up companies such as TRIBE Breathe (with such clients as Caprabo, General Cable, Nike Iberia, CCMA, Viceversa Editorial ..), and reflected in her selfless dedication to various business organizations:

Business Europe (European confederation representing business organizations in 35 EU countries)

Chair of Entrepreneurship and SME Committee, 2013-present

CEOE_CEPYME , (Spanish Confederation of Business Organizations)

Vice President of the Commission on Promoting Business , 2011-present

Member of the Board of Directors CEOE, 2011- present

Member of the Executive Committee and Board of Directors CEPYME, del 2014- present

Foment del Treball (Catalan Confederations of Business Organizations)

President of the Commission on "New Companies" , 2010-present

Member of the Executive Committee and Board of Directors, 2010-present

CEAJE, The Spanish Confederation of Young Business people

Executive Vice President, 2012-2013

Organization Secretary , 2010-2012

Member of the Executive Committee , 2008-2010

AIJEC, Association of Young Business Entrepreneurs and Companies of Catalunya

President, March 2010-2012

Vice President 2008-2009

Member of the Executive Committee, 2006-2008

AED Spanish Association of Directors

Member of the Executive Committee of Catalunya, from 2005 to 2010

Member of the Board, from 1998 to 2005

ISWA (International Solid Waste Association)

Vice-President Group Communications Group Work on Social Waste Management from 1998 to 2003

ATREGRUS (Waste Treatment Managers Association)

President of work group for environmental communication, 1996 - 2003