

**Guenia Gawendo**  
**Telefónica Ventures Managing Director**

Guenia Gawendo is Telefónica Ventures Managing Director. In this role, her mission is to identify new business opportunities and foster strategic partnerships aligned with Telefónica's global strategy by scouting and investing in technological startups directly or through a network of leading venture capital funds in key markets in which Telefónica Innovation Ventures participate as a limited partner. Currently, the portfolio of Telefónica Innovation Ventures is formed by 11 startups invested directly and more than 100 startups invested through 11 venture capital funds in key markets for Telefónica. In the last 3 years she has led Telefónica's Silicon Valley presence in Menlo Park, California. Prior to this she worked as Business Manager to the Chief Commercial and Digital Officer and was responsible for the operations of the Advertising vertical in Telefónica Digital, where she led the expansion of Telefónica's mobile advertising business from Europe to LATAM. Guenia joined Telefónica 19 years ago as Corporate Strategy Manager and has held other global positions since then, as, Head of Marketing Best Practices and Senior Manager for Commercial Development. Her background is in management consultancy in McKinsey and The Boston Consulting Group. Guenia holds a BS in Chemical Engineering from University of São Paulo and an MBA from Kellogg School of Management, Northwestern University.