

Martha Muguerza

Director Market Research & Analyst

As Director Market Research & Analyst, Martha Muguerza oversees marketing communications, as well as the design and product development of pb Travel's product lines.

Ms. Muguerza co-founded M&B Marketing Consulting with Margherita Blanc and contributed significantly to the launch of the Fox Spain 24-hour Cable Television channel. Ms. Muguerza not only created the positioning, strategic direction and marketing of the Spanish cable channel but was also significantly responsible for staffing the operation. Ms. Muguerza created and implemented an aggressive marketing and public relations launch strategy for the Fox brand focusing on The Simpsons Bart Simpson character, one of Fox's highest profiled shows. The Bart Simpson campaign generated millions of free media impressions and awareness of the new cable channel soared in all of Spain as it was covered multiple times by leading national newspapers like El Pais, El Mundo, ABC, La Vanguardia, etc., as well as regional and local papers.

Prior to moving to the United States and forming M&B Marketing Consulting, Ms. Muguerza served as the Vice President of Marketing for Nework, one of the leading temporary employment companies in Spain, where she oversaw and developed the franchise agreements and strategic marketing growth. In addition, she developed the brand's identity and was responsible for the budget allocations and marketing of over 50 franchise operations throughout Spain. The success of Ms. Muguerza's aggressive marketing plan helped double the company's bottom line in a little less than two years.

Before Nework, Ms. Muguerza served as the Account Supervisor for Dimension Marketing Directo, the most awarded direct marketing agency in Spain, working on international clientele such as Newsweek magazine, Renault, Converse, etc. She started her career in both television and media at Spain's El Mundo newspaper, working in all areas from sales to production.

Ms. Muguerza received a Masters Degree in Political Science and Sociology from the renowned University of Deusto in Bilbao, Spain. Her greatest skills lie in her strategic marketing abilities, as well as understanding what the consumer wants and how to communicate it to him/her. Ms. Muguerza currently lives and works in Miami, Florida.