

WOMEN in LEADERSHIP 2008



Joanna M. Bauzá

Co-Founder and President
The Cervantes Group



Bauzá is well-versed in technology, having been in the industry over 11 years starting at Marquette University, where she obtained a business degree in Management Information Systems. Later, she graduated from DePaul University, where she received an MBA in e-Business and Entrepreneurship.

She has worked in a boutique web consulting B-to-B startup based in Chicago and performed web consulting assignments at companies as True Value Corporation, a \$4 billion hardware retail conglomerate; Deloitte Touche Tohmatsu, a \$16.5 billion IT, audit, and accounting management consulting company, as well as working with non-for-profits and small businesses in Boston, Chicago and San Juan.

She has pioneered the corpo-

rate internal technical platform and technical proficiency tests for many application and web-based positions. She currently manages the company Web site, the Project Management Office (PMO), corporate Intranet and is responsible for orchestrating collaboration efforts with The

Cervantes Group and other alliance partners.

She has developed and maintained many ties to the PR community in the IT banking and web development sector and currently is a ranking "Woman in Leadership," according to the San Juan Star and other Caribbean publications.

Bauzá hails from Guaynabo and was the #1 ranking P.R. women's tennis player for five consecutive years, MVP of Marquette University's Women's tennis team three out of four years and once ranked 32nd in the United States while in her second year in college. She currently resides in San Juan with her husband and two children.

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