

Marta Sahagún de Fox



Promoter of women's participation, social co-responsibility and unity between sectors and levels of government, Mrs. Marta de Fox highlights that the democratic transition in our country will only be possible when everyone joins their efforts around the same and higher objective: México.

The promotion of education, the health of women and children, the fight against poverty and support for vulnerable groups - **through connectivity and the joining of efforts between government institutions and civil society organizations** - They represent the fundamental axes of your work agenda.

She refuses to be called "First Lady"

As she assures that there are no second-class Mexican women. She points out that her project is the project of change of President Vicente Fox, who since the beginning of his mandate has worked for social justice and to provide development opportunities for all Mexicans.

In that sense, the wife of the Mexican President has focused her efforts on the constant search for gender equality and equal working, economic and social conditions for Mexican women.



Mother of three sons, **Marta was born in Zamora, Michoacán, on April 10, 1953.** She has stood out in the development of resource optimization policies for Business Administration, Human Resources and the Participation of Women in the Business, Business Creativity, as well as Excellence in Market Management.

As part of her constant interest in being prepared and updated, **Mrs. Fox has participated in various Congresses on Politics and Administration, Municipal Public Administration, Political Development of Women**, among others.

As part of the democratic transition process in México, **Marta Sahagún de Fox played an important role in leading political communication**, first for the governor, then for the candidate and finally for the President of the Republic Vicente Fox Quesada. **She has distinguished herself by her capacity for dialogue and interaction in social communication and by her professionalism.**



Vicente Fox Quesada, Marta Sahagún, Ex Presidente Clinton

She was the first woman to occupy the position of spokesperson for the federal government, managing to implement innovative and cutting-edge processes in communication with society and establishing a new relationship of transparency and truthfulness with the media.

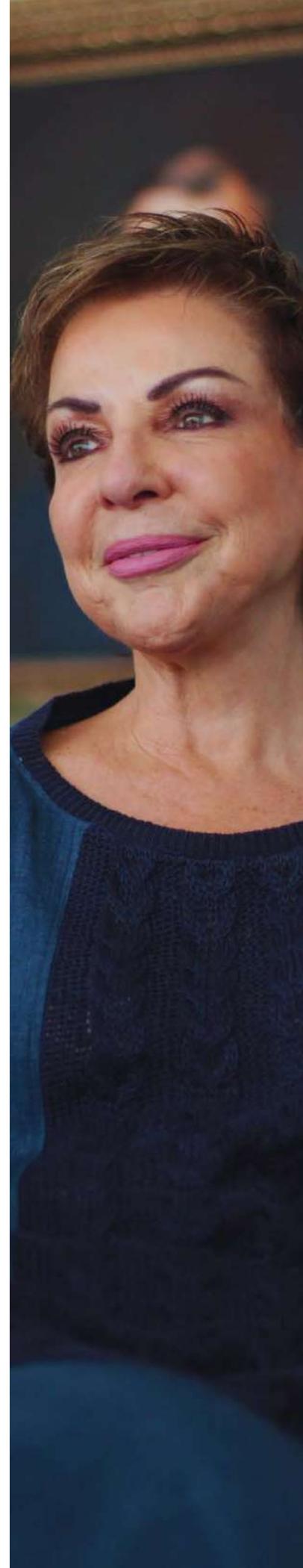
In 1995, she was invited by the then Governor of the State of Guanajuato, Vicente Fox, to direct the Social Communication Coordination. In this position, she developed a different social and institutional communication.

At the beginning of the Federal Administration and until June 30, 2001, she held the Spokesperson's Office and the General Coordination of Social Communication of the Presidency of the Republic. On July 2, 2001, she married President Vicente Fox.



Marta, as she is known in México, **undoubtedly broke with the traditional image of the spouse of the President of the country**, by taking an active and committed role, carrying out innovative actions of great social impact.

Her work commitment **has focused mainly on supporting women and children**, promoting health, development and education programs.



In terms of health, she was a promoter of the Even Start in Life program, which promoted and guaranteed the health of mothers and newborns before, during and after childbirth and contributed to reducing physical disability in babies by 70%.



She also contributed to the prevention and combat of addictions in adolescents and young people, as well as the support of institutions dedicated to the detection and timely care of cancer in children, adolescents and women.

When it comes to education, *she has given a strong push to social participation campaigns* that seek to bring children and young people with limited resources closer to computer equipment and mobile classrooms. She has promoted the modernization of public libraries and the practice of reading.

In support of Mexican families, *the Parents' Guide* has been disseminated as a complementary tool to promote communication and social integration between parents, children and teachers.



Since 2001 she was named Honorary President of the Mexican Red Cross. She is Honorary President of the National Council for Children and Adolescents (COIA), the Association of Diplomatic Spouses and the Mexican Association of Women Businesses (AMMJE).

She is also a Permanent Honorary Member of the Hispanic Women's Conference and a member of the Honorary Council of the International Center for Missing and Exploited Children (ICMEC), *which awarded her the International Humanitarian Award in January 2005 in recognition of her their work against the abuse and mistreatment of Mexican girls and boys.*

From 2001 to date, and as a member of civil society, she is president of the Vamos México Foundation, which has sparked an entire social movement in favor of the most unprotected groups, mainly girls, boys and women in situations of extreme poverty, as well as older adults and people with disabilities.



She has actively participated in various forums, including:

- The 6th Ibero-American Meeting of the Third Sector, the International Women's Forum, Mexico Chapter (IWF),
- The Inauguration of the V Microcredit Summit (Microcredit Summit Campaign).
- The V International Meeting of the Hispanic Association of Universities (HACU), at the Leaders of America Forum, at World Vision forums and at the 54th Annual Conference of the Council on Foundations.



The 1st International Forum of Working Women of the 21st Century: Challenges and Family, at the World Congress of Businesswomen and at the International Congress of Women, Family and Mission.

- The X Conference of Wives of Heads of State and Government of the Americas, in Quito, Ecuador; where she assumed the Pro-Tempore Secretariat of the XI Conference. For the first time in the history of the Conference System, Mexico hosted this hemispheric event in September 2002, whose main theme was: Children and Poverty.

In the different tours abroad accompanying the President of the Republic, **several countries have distinguished her with various decorations** such as: The Royal Order of the Polar Star, in the degree of Grand Cross, from the Government of the Kingdom of Sweden; Order of Isabel La Católica, in the degree of Grand Cross, conferred on her by the Government of the Kingdom of Spain.

She was also awarded the Grand Cross, First Class of the Order of Merit of the Federal Republic of Germany and the Grand Band of the Order of the Precious Crown of the Japanese Government, among others.

In May 2004 she was invited to participate in the Davos Economic Forum in 2005. It is the first time that the wife of a President of México has been invited to this forum.

In February 2005, Marta de Fox attended the United Nations headquarters in New York as a special guest, where she participated as one of the main speakers at the 49th Session of the Commission on the Legal and Social Status of the United Nations. Women.

Since 1988, Mrs. Fox has been an active member of the National Action Party (PAN), where she held the following positions: National Councilor, State Councilor and Secretary of Political Promotion of Women, in the State of Guanajuato.

Her leadership was crucial in the July 2000 Presidential campaign.

Hence, Marta defines herself as an incessant promoter and fighter of democratic change in México.



“ My profile is absolutely about work, working intensely for what I believe is my people, my town, my vision. I was, I am and I will always be an active promoter of change. ”