

A portrait of Itzel Martínez, a woman with long, wavy hair, wearing a dark blazer. She is standing in front of a financial market display board showing various currency exchange rates like EUR.MX and 22.1437.

Itzel Martínez

Analyst
Economic and Financial Research

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She has more than five years of experience in Grupo Financiero Banorte. She currently serves as Analyst in the Economic and Financial Research area. Itzel is in charge of following up the special projects of the area, in the generation of the content strategies, communication, market penetration and development of new products, as well as in different administrative activities.

Prior to Banorte, she worked for more than four years in the *Regulatory Compliance* in Schlumberger, where she supported the creation of administrative control processes, in order to detect and foresee deviations in the administrative activities of oilfield operators. She also has more than 2 years of experience in the areas of New Business, Marketing and Human Resources.

Itzel holds a Bachelor's Degree in Business Administration from UNAM.