



Lilia Navarrete is President & CEO of a strategic planning consultancy, LKN Global Enterprises, Inc. with a focus on strategic market entry and international trade. With diverse backgrounds in the private and public sectors, Lilia and her associates facilitate business relationships across industries and borders.

To meet the needs of domestic and global clients, the consultancy excels in the design and presentation of innovative business plans. This planning is strengthened with the provision of global market research and feasibility studies. The consultancy's expertise extends across a full spectrum to include international trade, global marketing and intercultural communication.

When developing strategic plans for executives of top level organizations, the consultancy is committed to combining facilitation and process with strategic recommendations.

To address the challenges associated with language and culture that ultimately arise during global market entry, Lilia and her associates provide cross-cultural communications training in several languages including English, Spanish, German and French as well as in-language training. Designing curriculum for customized training is supported by many years of experience at several universities.

During her career, Lilia's leadership skills have enabled her to contribute to the management and growth of several organizations involved in international business and trade.

In addition to more than 20 years experience in international transportation in the U.S. and abroad, her expertise in cross-cultural communication through on-site studies worldwide has also contributed to her understanding of the global consumer.

- As the Marketing Research & Database Manager for *La Opinion*, the largest Spanish-language newspaper in the U.S. targeting the Latin American community, Lilia spearheaded project management and criteria leadership for executives of Fortune 500 companies across

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key industry sectors including: automotive, consumer goods, financial, pharmaceutical and entertainment.

- At the *Univision Television Group*, the leading Spanish language television group in the United States, Lilia managed business development, marketing and sales strategies for targeting the US Hispanic market. With an advertising focus on the executives of Fortune 500 companies, the audience for this television network spans the United States, Mexico, Central and South America.
- Lilia is an adjunct professor at the Graziadio School of Business & Management at Pepperdine University in Malibu, California, providing internationally bound students with in-language international business studies as well as coordinating the in-language program for the Global MBA program. Lilia also provides online and classroom instruction to MBA students at the University of Phoenix. With a focus on global business management, students learn the dynamics of corporate culture and organization, HR management, global strategy formulation and implementation, critical thinking and decision making.

With an interest in international transportation and a focus on international trade, Lilia served as Director of the International Air Academy. She was responsible for the entire overall operation, while recruiting, managing and mentoring faculty and employees from cross cultural backgrounds.

To enhance her trade and business expertise with the business community, Lilia has served as a WIT-LA Board member for six years. She was recently appointed President & CEO of the international board for the Organization of Women in International Trade. Both WIT-LA and OWIT strive to foster the growth of global trade and the development of women in business.

Lilia holds an international MBA in Finance and Marketing from Loyola Marymount University together with an undergraduate degree in International Business Management and Economics. Her certificate in Multi-Media validates her passion for e-commerce and virtual trade.

***United Around the Globe to Foster International Trade and the Advancement of Women in Business***