



Iliana Rodríguez Cavazos

Iliana is a woman passionate about tourism, nature and Maya culture; committed with people's wellbeing and development.

She majored in Economic Studies; has postgraduate degrees on Leadership, Management, Corporate Social Responsibility, Maya Culture and has a master's degree in Corporate Communications and Marketing. She graduated from the IPADE's Senior Management Program and is a Certified Business Coach.

She lives in Cancún and has been working at Grupo Xcaret for more than 28 years. She started in the sales department when the company recently opened.

Afterwards, she built the Public Relations Department where she was responsible for the communication strategies for all the Parks and tours and was responsible for the communications strategy for the opening of Hotel Xcaret Mexico. She is Past President for the Mexican Caribbean Public Relations Association, is a member of the media and crisis committee for the *International Association of Amusement Parks and Attractions* (IAAPA). She also teaches the Senior Management Course at the master's degree in the Universidad del Caribe.

Since 2015, she was also responsible for the Corporate Social Responsibility Department where she focused on the sustainability strategy for Grupo Xcaret. She is Board Member for the UN Global Compact in Mexico; Member of the IAAPA Sustainability Committee and Member for the World Travel Organization Members Board.

Due to her profound knowledge of the organization and her sense of human dignity and love for nature, since December 2019, she was appointed as Chief Sustainability Officer, to further the sustainability strategy for Grupo Xcaret demonstrating that companies can be successful and sustainable at the same time.

