

Biographical Note



Marta Villanueva



Marta Villanueva Fernández

Director General

SPANISH ASSOCIATION FOR QUALITY (AEC)

Licensed in Economics from Complutense University in Madrid and a MBA in Human Resources Management from Open University (UNED). Furthermore, she has a wide training for taxes, Business Management and Executive Coaching.

Marta has begun in AEC in 1993 as an Administration Manager and after that she became as a Subdirector General. In 2008 she has been promoted as the Director General of AEC.

She represents the Quality in Spain and that position requires a very huge skills in sensibilization and speaking knowledge in Quality culture. Moreover she has the capability to create a very strong Institutional Relationship with International Companies and Public Administration.

She is a very known speaker in different International Congresses and Events talking about the importance of Quality in order to achieve the success in companies as well as people.

She has been EOQ Executive Vice President since 2017. She is a member of Spanish Institute for Counselors and Administrators.

In addition to she is also a member of the Spanish Unlimited Club to promote Social Entrepreneurs, and she takes part in the Executive Board of the Spanish Standardization Body. On the other hand, she is Expert Coaching Certified in Mindfulness in Stanford University and Graduated in Nutrition Health Coach from Institute of Integrative Nutrition in New York.