

Martha Montoya - Biography

Martha Montoya is a businesswoman whose imagination, creative talent, and drive have always kept her moving forward. As child born to educators, in Bogotá, Colombia, Martha began her professional career as a teacher of Chemistry, Biology and English in her native country.

Upon immigrating to the United States, Martha developed a business career in International Trade, in she developed a keen sense of the market and her experience selling products and services to the Hispanic market expands 15 years. She worked in various industries and various campaigns that were directed to employees, manufacturers, suppliers, retailers, consumers and business community.

Since then, Martha has invested thousands of volunteer hours in many organizations, including LBA, NAHP, SHPE and the advisory board Working Families for Wal-mart. Currently, she is serving as Regional Chair / Access to Business Capital Program Chair for the California Hispanic Chambers of Commerce, Secretary of the National Latina Business Women Association; Procurement Chair for the National Association of Hispanic Publications and she was just ratified as a Regional Board Member of the United States Hispanic Chamber of Commerce.

Martha's main goal in being active on these boards, is to assist their leadership create programs for the Hispanic business to grow and generate wealth in the community. Also to create awareness in the corporate community of the value Hispanic businesses bring to their organizations as vendors and partners.

Her main passion is to advocate on behalf of children for the betterment of their education, health and future. As such she actively makes presentations in schools, parents' organizations and community events on diverse issues that affect our children and community. Martha and Los Kitos have joined ALAS Latin America in Solidarity Action (per their name in Spanish) to encourage individuals to improve the conditions of nutrition, health and education of Latin American children.

Martha owns and directs a unique media enterprise, Los Kitos Entertainment LLC, which has three main divisions: Syndication of the inspirational Los Kitos bilingual cartoon strip; licensing the characters through United Media and utilizing the characters to bring edu-entertainment to the U.S. Hispanic community. Today, Los Kitos cartoon strip can be read daily in newspapers worldwide, enjoyed on the Internet and heard in America and abroad through Univision Radio and Organization of Americas States.

Her immigration to the United States and the lessons learned of tolerance, patience, respect, laughter, joy, are at the very core of Los Kitos.