

# WB WENDY BARBA

EMPOWER YOUR BRAND



*Wendy Barba, CEO, Brand Strategist & Speaker*

Wendy Barba is a dynamic, goal oriented business and marketing strategist with over two decades of experience working with Fortune 100 companies (such as Carnival Cruise, GE and Coca-Cola), small businesses and entrepreneurs in LatAm and the US to help their businesses grow through brand awareness, business sales planning and leadership training.

"Building relationships that last." With the aim to make a positive impact on society while embracing challenges of both personal and professional lives.

## BIO

*Trusted by Fortune 100 brands. Deep experience across U.S. & LatAm markets. Multi-Passionate Serial Entrepreneur. Business & Branding Expert with a Soul-Driven Mindset.*

Graduated with honors from Florida International University with a BA in International Business and Management Information System, she is also a recognized podcaster, multimedia content creator, community leader, mother of two IVF babies, and business partner of her husband's endodontic practice in Napa Valley. With a MBA in International Business from Nova Southeastern University and certification in Six-Sigma and Commercial Management in GE,

Wendy's purpose is to empower people, businesses and organizations to succeed while challenging established mindsets to reach for excellence to maximize their impact and create a world of shared prosperity.

She helps visionary leaders grow brands that reflect their values, drive revenue, and attract aligned opportunities—through purpose-led strategy, operational clarity, and bold visibility.

[www.wendybarba.com](http://www.wendybarba.com)