

ACI World Business Partners Advisory Board Biography

Esperanza Morales

Regional Representative: 1 Oct 2019 – 31 Dec 2021
Region: ACI Latin America-Caribbean

Global Exchange
New Markets Director
www.global-exchange.com



Esperanza Morales holds the position of New Markets Director at the Global Exchange Group, leading the international expansion of the company. Since she joined the company, back in 2014, she has acquired a deep knowledge of the airport industry and the Group, where she previously served as Corporate Communication Manager.

She holds a Bachelor's degree in Advertising and Public Relations and a Master in Marketing and Commercial Management. With a demonstrated professional background in the field of Marketing and Business Development, Esperanza is a results-oriented professional with strong skills in negotiation, business development and market analysis. From the very beginning of her career she has worked for several international companies within the marketing and advertising industry such as Marcus Evans Group or CPM International, a part of Omnicom Group.

The Global Exchange Group, founded in 1996, is the leading company in foreign exchange services with operations at 59 international airports in 22 countries across 5 continents. With a workforce of over 2,500 employees, the company serves around 9 million customers per year. Global Exchange has shown a deep commitment with ACI, and especially ACI LAC, the region where Global Exchange is the absolute leader in its activity, acting as an ACI LAC World Business Partner for more than 10 years.