

Esperanza Morales holds the position of New Markets Director at the Global Exchange Group, a leading company with over 25 years' experience offering currency exchange services at international airports worldwide.

Her core responsibilities include leading the international expansion of the group guaranteeing a continued growth of the company and the development in new markets internationally. She provides a demonstrated professional working history in marketing, corporate communication and business development and a vast knowledge and understanding of the foreign exchange business at the airport industry. She holds a Bachelor's degree in Advertising and PR, a Master in Marketing and Commercial Management and an MBA in Business Administration. With a demonstrated professional background in the field of Marketing and Business Development and at the airport industry, Esperanza is a results-oriented professional with strong skills in negotiation, business development and market analysis.

The Global Exchange Group, founded in 1996, is the leading company in foreign exchange services with operations at 59 international airports in 23 countries across 5 continents, serving over 8 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 ACI LAC World Business Partner for more than 10 years.