



iCUE™



Aída Martínez

Aída Martínez (23 years old) is presently working at Google Ltd. As an Online Media Associate in the European Headquarters in Dublin, Ireland. Before this, she pursued a five year Combined Undergraduate with the Specialization Track in International Marketing at Esade Business School (Barcelona) and a Masters in International Management (CEMS) at Richard Ivey School of Business in London, Ontario (Canada).

Over the years her internships have been mainly focused on rapid growing technological industries and entrepreneurial activities that have given her the ability to have a wide spectrum of experiences and problem solving techniques. She has worked all over Europe, the UK and Asia. Before starting her contribution at Google, Aída has been working in Taipei for the National Council of Science and Technology and has collaborated in projects with The Microsoft Corporation.

Currently Aida is the chairwoman of E3 Union, a non-profit initiative that gathers all Spanish entrepreneurial associations together and boosts the entrepreneurial character within Spain as well as coordinates the organization of events that keeps the Spanish entrepreneurial network along. Also, she is developing her own Business plan to create an entrepreneurial CrowdFunding platform that will make possible for entrepreneurial students to have some funding before they graduate in order to star new ventures, as a means of implementing the “Silicon Valley” mindset into young students.

Finally, she is nowadays one of the representatives of Spain at iCUE (International Consortium of University Entrepreneurs) and active collaborator at NACUE UK (National Consortium of University Entrepreneurs).