



WOMEN IN LEADERSHIP 2007

MUJERES EN LIDERAZGO 07

Joanna Bauzá González

*President
The Cervantes Group*

That Joanna Bauzá González, president of the Cervantes Group, holds a starring role in Puerto Rico's information technology and E-commerce web-based field comes as no surprise to those who know her. After all, she was a tennis champ at the age of 13.

Today, she stands as an icon in what is still considered a male-dominated profession through her success in sure to lead other women to follow suit. And though just a few years in business, the Cervantes Group (TGG) has become one of the largest and best executive recruitment and project-based technology consulting companies in Puerto Rico, with clients on the island and in many cities on the U.S. mainland.

TGG, which Bauzá González founded in 2004, grew out of her experience as a member of a technology management team at one of the island's prominent banks where she witnessed first hand how hard it was to attract and retain qualified employees. Even before there were actual Internet-oriented presences, she knew that a web-based, job board, database and technology-focused company would be an important and widely needed resource in Puerto Rico.

Bauzá González has known success from very young.



A tennis champ, she started her professional career at age 13 while playing for the Puerto Rico National Tennis Team. Her talent earned her a four-year scholarship at prestigious Marquette University in Milwaukee, Wisconsin. During her sophomore year, she was ranked 32nd in the entire United States for all female tennis players.

Upon graduation, Bauzá González worked in a management capacity for various audit and information technology consulting companies, helping clients with their software and web-based applications. Eager to advance, she won a Puerto Rico Industrial Development Company (PRIDCO) scholarship and earned an M.B.A. degree at DePaul University in Chicago, Illinois, which runs the third-best M.B.A. program in the United States. Her majors, e-business and Entrepreneurship. Before returning to Puerto Rico, she worked at one of the largest home improvement retail chains in the world and a web development consultancy dot-com start-up in Chicago.

These days, Bauzá González is busy with career and family (she has two children) but she also likes to give back to the community. So she teaches e-commerce classes at the University of Turabo and promotes government programs such as "Llave para tu Negocio," which helps small to mid-size businesses grow. She also supports not-for-profits such as Big Brother Big Sisters of Puerto Rico and sends money to programs that help children. Her pet project: helping a Cultural Heritage Center expand its library.



*To an excellent leader and excellent person.
Congratulations Joanna from
The Cervantes Group team.*



*The Cervantes Group
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