

Francia Baez

Senior Vice President

Human Resources, Visa Training and Corporate Events

Visa International

Latin America and the Caribbean Region

Francia Baez is senior vice president for the Human Resources department for Visa International Latin America and the Caribbean Region (LAC) since 2002. Her main responsibilities include the supervision of the Visa Training Team, accountable for the core training of Financial Institutions and the Corporate Events area.

Prior to joining Visa, she was the Human Resources Staffing & Development Director for Citigroup in LAC providing counsel concerning human resources issues for 22 countries in the Region.

Her banking career began 30 years ago, twenty of which were spent at Citigroup of Dominican Republic. During this period, she held several positions, from Electronic Treasury Products manager, to head of Human Resources in 1996. Seven years ago, she was transferred to Miami to work for the Regional Latin American offices.

Francia Baez is a mentor at the University of Miami's Business School Mentoring Program and an active board member of the Master Degree Program in Human Resources Management at Florida International University. In addition, she is a former president of the Human Resources Committee for the Association of Commercial Banks in the Dominican Republic and a former board member of small banks in the country, always remaining actively involved in community-related events.

Co-author of the book "LATINO CULTURE, A Dynamic Force in the American Workplace" ("Cultura Latina, Una fuerza Dinámica en el Lugar de Trabajo Americano" in spanish) published in 2005 by Intercultural Press, she has been invited as a speaker by the Florida International University and the Instituto Tecnológico de Buenos Aires in Argentina. In 2006, she published an article on Multicultural Training for the Worldwide Association of Business Coaches.

Francia Baez graduated with magna cum laude honors receiving her undergraduate degree in Sociology from the Universidad Nacional Pedro Henríquez Ureña, Dominican Republic. She completed her graduate studies in Urban and Regional Development at El Colegio de México, Mexico City. She has also acquired a certificate in Human Resources from the University of Miami and is a certified interviewer and business coach.

###