



Martha Imelda Madero Villanueva has a master's degree in education from the Autonomous University of Ciudad Juárez (UACJ) and a bachelor's degree in computer systems from the Autonomous University of Chihuahua (UACH).

She currently works as an academic coordinator at the University Corporation for Internet Development (CUDI), an institution responsible for managing the National Education and Research Network (RNEI) in Mexico.

She participates in different nation-wide virtual and online education initiatives. She is a member of the '*Red Late México*' and the Educational Technology for Virtual and

Online Education group which is a part of the National Association of Universities and Higher Education Institutions (ANUIES).

She was the executive director of the Common Space for Virtual Higher Education (ECOESAD). She was head of the Educational Services Department of the Center for Innovation and Integration of Advanced Technologies (CIITA) of the National Polytechnic Institute in Ciudad Juárez, Chihuahua. For more than 13 years, she oversaw the Virtual Education Headquarters of the Autonomous University of Ciudad Juárez (UACJ). As head of department, she contributed to the implementation of the methodology for the design and development of courses in the online modality. She oversaw the training of professors in virtual learning environments and actively participated in the formulation of regulations and guidelines for virtual and online education.

She has been recognized for her outstanding role as an educator, with 20+ years of teaching experience at undergraduate, and graduate levels.

She has participated as a speaker in virtual education and educational innovation seminars and has numerous academic publications.

In the business field, she has expertise as a systems analyst, project and systems manager at different companies.