



FOR IMMEDIATE RELEASE

Ex-Mexico Undersecretary for Multilateral Affairs & Human Rights Martha Delgado Peralta Joins APCO as Chair, Mexico & LatAm

MEXICO CITY – May 30, 2024: Martha Delgado Peralta, renowned environmentalist and former undersecretary for multilateral affairs and human rights at the Mexico Ministry of Foreign Affairs, joined APCO as chair, Mexico and Latin America, APCO Founder and Executive Chair [Margery Kraus](#) announced today.

“This is Mexico’s decade. APCO is excited to grow our offering and support organizations in the private and public sectors with both strategy and execution by expanding our team with someone like Martha who brings such a proven track record of securing crucial results in investment promotion, sustainability and public policy,” Kraus said. “The Mexico of tomorrow is not the Mexico of today and APCO is excited to help companies wanting to establish themselves in Mexico and take advantage of all the country has to offer, as well as to help those companies in Mexico and Latin America expand their horizons to the rest of the world.”

In her role as undersecretary for multilateral affairs and human rights, which she assumed in December 2018, Delgado Peralta was in charge of global strategy to attract foreign investment and strengthen the economic promotion of Mexico around the world. During the health emergency brought on by the global COVID-19 pandemic, she was responsible for procuring medical supplies, coordinating global donations, securing vaccines and opening the Mexico-China air bridge. From 2019 until 2023, Delgado Peralta assumed the presidency of the first Assembly of the United Nations Human Settlements Programme (UN-Habitat). Prior to joining the Ministry of Foreign Affairs, she served as minister of Environment of Mexico City, leading key projects that positioned the city as a world leader in environmental matters, including Green Plan of Mexico City, the Climate Action Program and the first bike-sharing program called Ecobici.

"The time for Mexico and Latin America is now and in the coming decade. The demographic bonus, nearshoring and our vibrant cities offer unbeatable opportunities to contribute to the sustainable development and prosperity of the region. I am truly impressed by APCO's robust performance, culture and outstanding execution capabilities. The firm's global expertise in navigating the unexpected, uniquely positions us as a reliable ally for those wanting to come to Mexico and Latin America and likewise for those in the region with ambition to broaden their reach," said Delgado Peralta.

As the global and regional political landscapes shift, APCO's flexible approach ensures clients are receiving and have access to the best networks and counsel. APCO's model utilizes senior-level counselors and tested relationships with major multinationals, media houses and power centers—all integrating seamlessly into a global team of experts. Delgado Peralta will also join APCO's [International Advisory Council](#) that includes experts on Latin America, including former Colombian Senator and Presidential candidate [Juan Manuel Galan](#), Mexican business communicator pioneer [Bruno Newman](#), former Mexican Deputy Foreign Minister [Andres Rozental](#) and former U.S. Ambassador to Mexico [Earl Anthony Wayne](#).

Delgado Peralta joins APCO's Latin America experts, including Executive Director [Judit Arenas](#), Senior Advisor [Rodrigo Aguilar Benignos](#), Senior Associate Director [Caroline Gibin Ribeiro](#) and Senior Associate Director [Diego de Leon Segovia](#).

The team's profound understanding of Latin American and Caribbean markets and multiculturalism, combined with APCO's extensive global network, enables the firm to deliver integrated public affairs, corporate communications, stakeholder engagement and issues management services. APCO assists organizations in navigating market complexities, fostering reputations, brands and relationships and support both market entrants and expanding Latin America-based entities.

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About APCO

APCO is a global advisory and advocacy firm helping leading corporations, foundations and governments navigate a complex world. An independent and majority women-owned company, APCO brings diverse people and ideas together and works beyond traditional boundaries, building the un/common ground upon which progress is made.