

## ABOUT ANA HOYOS



Ana is Director Latin America at Meltwater. Born in Bogota, Colombia, she moved to Miami to go to University of Miami when she was 18. She has worked at Meltwater Group for over 10 years. This year, she was promoted to manage all the operations in Latin America and Southeastern U.S. for the company.

The opportunities that she has obtained at Meltwater have allowed her to work in Miami, Atlanta, New York, San Francisco and São Paulo.

Ana always had a passion for business. After she found Meltwater, she found an even bigger passion not only for business but also for innovation and management. She realized she could have a direct impact on people's lives by helping teams develop and achieve their goals within the company. She found her own way to help the world.



### **About Meltwater**

Meltwater helps companies make better, more informed decisions based on insights from the outside. More than 25,000 companies use the Meltwater media intelligence platform to stay on top of billions of online conversations, extract relevant insights, and use them to strategically manage their brand and stay ahead of their competition.

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