

Microsoft's Martha Béjar Listed Among 2008 LISTA Awardee

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MIAMI (**CapitalWirePR**) November 6, 2008 – Martha Béjar, corporate vice president for the Communications Sector at Microsoft, was selected as the recipient of the prestigious Visionary Award by LISTA (Latinos in Information Sciences and Technology Association) for her continuous work in the technology field and for the company's commitment to Hispanics and technology.

"I am honored to be part of the group of successful Hispanic professionals who compose the LISTA Awards' list of achievers," Béjar said. "At Microsoft, we are very proud to be the worldwide leader in software, services and solutions and we are committed to help Latinos realize their full potential. We hope that people see us as visionaries in the area of developing and executing programs that address the needs of Hispanics in the U.S."

LISTA participated with Microsoft as part of the company's Vida Digital Latina program to bridge the gap between Latinos and technology. Through this program, Microsoft conducted a series of educational workshops for Hispanic professionals and families to learn about technology and to apply it to their everyday lives. This visionary approach from Microsoft empowered hundreds of Latinos with the right technology tools to help them organize their lives, protect their children online and increase their productivity.

As corporate vice president for the Communications Sector at Microsoft, Martha Béjar is responsible for setting Microsoft's strategy for and driving the sales and marketing of Microsoft solutions and services for telecommunications, hosting, and media and entertainment companies.

"We are very proud to grant the Visionary Award to Ms. Béjar and to Microsoft," said Jose A. Marquez-Leon, president and CEO of LISTA National. "Ms. Béjar has worked tirelessly to promote innovation and motivate Hispanics to succeed in technology, and she is truly a pioneer and a visionary in the area of technology and communications."

Martha holds a Bachelor of Science degree in industrial engineering from the University of Miami and an MBA from Nova Southeastern University in Fort Lauderdale, Fla. She also is a graduate of the Advanced Management Program at Harvard University Business School.

With a highly successful telecommunications and technology track record, Martha has demonstrated her ability to drive and support innovation. She has an amazing track record of leadership and results with not one, but two global technology companies. She is also a role model for both Latinos and for women in the technology field.

Annually the LISTA Awards honor Latinos in IT for their contributions to educational opportunities, promotion of professional and personal growth, and reinforcement of the vital role of U.S. Hispanics in the IT industry.

About Latino in Information Sciences and Technology Association (LISTA)

LISTA www.a-lista.org promotes the utilization of the technology sectors for the empowerment of the Latino community. We are an organization that is committed to bringing various elements of Technology under one central hub to facilitate our partners, members and the community with the leverage and education they need to succeed in a highly advanced technologically driven society.

About Microsoft

Founded in 1975, Microsoft www.microsoft.com is the worldwide leader in soft ware, services and solutions that help people and businesses realize their full potential.

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