



## Penelope Morcillo □ Professional Bio

Entrepreneur · Marketing & Sales Professional · Book Author

**PERSONAL MISSION: To enlighten and empower people to discover their life's purpose and potential, and to elevate their lives by integrating their mind, body and soul**

Penelope Morcillo is a serial entrepreneur, marketing & sales executive, and book author with more than 20 years of experience in creating and launching successful brands in the telecommunications, technology, architecture, real estate, and fashion industries.

Driven by a strong entrepreneurial spirit, Penelope has launched diverse platforms and services, overseeing everything from market analysis and business growth strategies, to brand/product marketing and development lifecycle, to partner alliances and relationship management.

Currently the CEO & General Manager —of two companies she founded— the European and the American division for parent brand of an Education Platform (including the Royal Hispania Group Publishing House) and Caramel Agency (communication, marketing and public relations). Additionally, she is the Director of a company related to real estate and fashion. Also, Penelope has developed profitable co-branding strategies and partnerships with start-ups to big brands.

Penelope has traveled the world, living, studying and/or working in various countries, including Spain, England and the United States. Her travels have opened her mind to international customs and flavors, inspiring many of her cross-cultural viewpoints and her personal mission to help others become better versions of themselves. Her heart for empowering women around the world has led her to volunteering with charities and non-profit organizations, such as the RedMadre Foundation.

Always focused on learning, Penelope has earned multiple academic degrees and honors from Universities around the world. She holds a bachelor's degree in European Studies, a master's degree in Financial Management and in International Foreign Trade, as well as a Master of Business Administration (MBA).

An integral part of her education process has transcended the academic realm to study the philosophical, psychological and spiritual arenas. This started her on a journey of self-discovery in which she was introduced to Buddhist mediation, studied teachings from renowned spiritual advisors and thought leaders, and experienced a profound period of intense personal introspection.

Inspired by the benefits of her self-transformation and personal growth, Penelope penned her first book: "Shake Before Use: A Basic Guide for How Life Works." Published in 2018, this book provides insight and self-help techniques based on ancient principles and "lessons learned" from her years of research and personal experiences.

Penelope's goal is to provide an integrated educational and personal development framework on which people—especially women—can learn to develop new life skills and become more enlightened, conscious and responsible individuals (mind, body and soul). Through her book, she wants to inspire as many people as possible how to create a better way of life...and to believe it is possible. For Penelope, this is not only her personal mission, but is also her social responsibility.