



MARTA CASASOLA
FOUNDING PARTNER OF COINTEGRA
SUSTAINABILITY EXPERT
SPEAKER
AUTHOR OF SEVERAL PUBLICATIONS

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"Better human teams make better companies; better companies make a better society"

Education

Marta Casasola holds a degree in Economic Science from the University of Navarra and a Master's in Corporate Social Responsibility from IE Business School. In addition, she complemented her training with the Executive Education Program "Innovating for Sustainability," taught by Harvard Business School.

Professional Experience

Marta began her professional career at PwC auditing financial entities and working with relevant clients in the financial area. Later she joined a family office as Senior Investment Analyst reporting to the General Management. After that, she assumed the responsibility as Financial Director in a development foundation, where she was introduced to the world of international cooperation.

Since 2008 she has been a founding partner of Cointegra, a consulting agency specializing in Corporate Social Responsibility. For years she has accompanied and advised companies on their path towards sustainability in different sectors: Food, Automotive, New Technologies, Healthcare Partner, Infrastructures..., among which stand out: Grupo Elecnor, Museo Thyssen Bornemisza, Grupo Tragsa, Grupo Siro, Kia Motors Iberia, Gestamp, Grupo Amma, Delaviuda, Natra and T-Systems Iberia.

Training Collaboration

Marta has been a speaker at some conferences and led workshops on various subjects related to Corporate Social Responsibility (CSR), collaborating with the Chamber of Commerce of Madrid, Luis Vives Business School of the Chamber of Commerce of Valencia and the Murcia City Hall. She participated as an expert in CSR in the European project "All-inclusive cooperation between public authorities, companies and social enterprises in favor of social inclusion and integration into the labor market." She currently participates as a mentor in the Cherie Blair Foundation.

Publications

In recent years, Marta has participated as co-author in three publications: "Economía Social: Ejemplo Privilegiado de Organizaciones Socialmente Responsables," "Guía para la identificación, medición y gestión de los impactos ambientales en el marco de las memorias de sostenibilidad" and "Catálogo de Buenas Prácticas en RSC en Cooperativas Agroalimentarias." These publications have aimed to give visibility to the concept of corporate social responsibility as a tool for business management, training and encouraging companies to integrate it into their daily operations. More than 60 companies participated in these publications by contributing good advice.