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Getting to know... Carla Schirmacher

Title: Web and e-marketing manager, Latin America/ Caribbean region

What she does: I act as a liaison on Web strategy between the global Deloitte.com team and regional site editors in Latin America and the Caribbean.

Deloitte office: Deloitte Touche Tohmatsu, Mexico City

Years with Deloitte: 6

Grew up in: Mexico City, Mexico

Favorite quote: "You must be the change you wish to see in the world."— Mahatma Gandhi

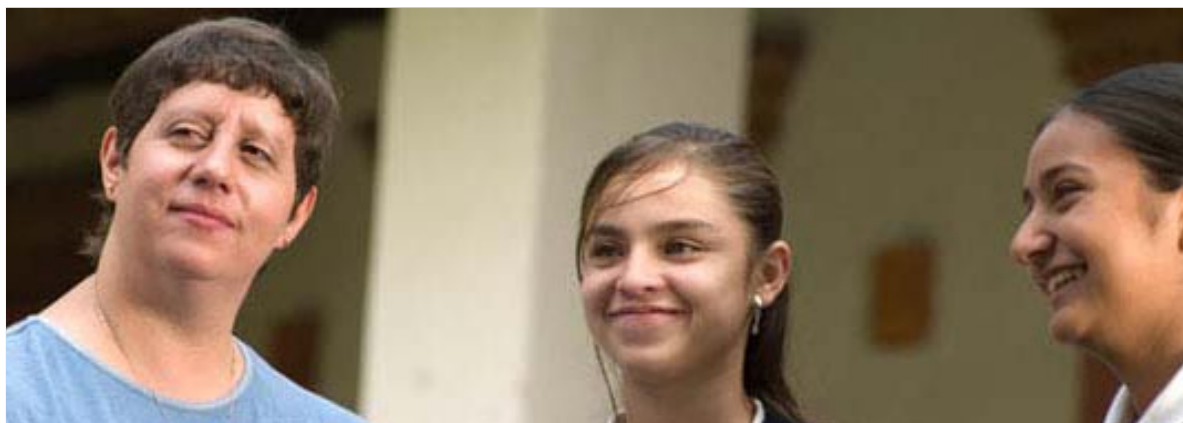
Interests outside of work: Swimming, traveling, and going on field trips to museums and other places around the city

Favorite travel spots: Israel and New Zealand

Places on her travel wish list: South Africa, India, and Hawaii

Favorite website: www.wikipedia.org

On Video: [Hear more from Carla.](#)



Translating the world

In a career path that has taken many turns, Carla Schirmacher, Deloitte Touche Tohmatsu Web and e-marketing manager, thrives in a role where she brings Deloitte member firm colleagues from around the world a little closer together, and a volunteer position where she brings the world a little closer to students.

Your career has taken many turns—what's the common thread?

I'm always working on projects that involve people from other countries. It's not just that I can speak both English and Spanish, because many people can do that. It's that I understand other cultures.

Where did you get your diplomacy skills?

I come from a mixed background—my father's family is European and my mother's is Mexican—so I have insight into a range of cultures, which has always been helpful in my career.

What are you most passionate about?

My country. I feel strongly about being able to give back. I volunteer with the Meyalli school for underprivileged girls. I run an extracurricular program on Saturdays with activities that help build the girls' self-confidence.

What advice would you give to someone entering the workforce?

First, be empathetic. Listen to people. Find out where they come from and understand how they think. This is how you build relationships. Second, be assertive. If you want to do great things, have a plan to get there. Be pragmatic.

A passion for education Inspired by the Meyalli school

Carla Schirmacher's work with the Meyalli school for underprivileged girls—which Deloitte Mexico has supported since 1999—is a cause very close to her heart.

What motivates your work with the Meyalli school?

Deloitte has given me a lot of opportunities and I want to pass that on to others. At the Meyalli school, I can make that dream come true by helping the girls become a productive part of society.

Why is the empowerment and education of women important?

Women are natural teachers. If you educate women, they will educate their children and, in turn, raise the standard of living in the community. That's what we've seen with the community surrounding the Meyalli school.

What has been your proudest moment?

Deloitte Mexico recently received a curriculum vitae (CV) from a Meyalli alumna for a trainee program, and is in the process of interviewing her. It makes me proud to see these girls grow up to become the talent we look for at Deloitte.

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