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Martina, the founder of TravelTradeUK has over fifteen years' experience in travel trade representation, public relations and marketing, gained in the luxury lifestyle and hospitality industries.

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In 2001 Martina founded Skipatagonia.com, an online tour operator that specialises in inbound trips to Argentina and Chile. Skipatagonia reached its break even point in its third year, with sales totalling over US\$300,000. The company developed the division of Sportspatagonia and South American Wine Tourism. The travel division of the company is now managed by Martina's sister, Gabriela.

Prior to that, Martina lived and worked for six years in the United States, working for Crested Butte Mountain Resort in international sales, PR and special events, then subsequently for Aspen Skiing Company, managing international sales and marketing for Latin America and the Caribbean.

Back in Argentina, Martina worked as a Sponsorship Manager for Formula One, for CIE-Rock & Pop – the biggest entertainment company in Argentina, Chile and Brazil, producer of rock concerts and Broadway musicals. She also worked for IMG (International Management Group), taking care of worldwide events, such as the Argentina Golf Open and managing the athlete's careers.

More recently, Martina graduated from King's College London with an MA in Intelligence and International Security. Martina's other qualifications include a Postgraduate Programme in Public Policy and Democracy from the London School of Economics and Public Policy; a Masters of Arts in Public Policy from the Universidad del CEMA in Buenos Aires; a Minor in Hotel/Restaurant Management at the Hocking Technological College in Nelsonville, Ohio, USA, and a Bachelor of Arts in Business Administration from the Universidad de Belgrano in Buenos Aires, Argentina. Martina speaks fluent Spanish and English, and conversational Portuguese and French.

Now Martina is launching this new division of Skipatagonia for the travel trade business: TravelT

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UK. TTUK's business is to increase sales to the UK market for hotels, resorts, tour operators and luxury lifestyle products.

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