# Martha Debayle

BBMundo

“ I saw an opportunity to help new parents by providing need-to-know information and compelling multimedia. ”

| | |
|---|---|
| **COUNTRY** | Mexico |
| **INDUSTRY** | Consumer |
| **YEAR SELECTED** | 2002 |
| **WEBSITE** | www.bbmundo.com/ |

**COMPANY SNAPSHOT**

Martha has developed a business around her strong public image and celebrity status on Televisa, one of the world’s largest television networks. In 2000, she founded BBmundo, a multimedia company that produces content on motherhood, reproductive and child health, and other topics related to parenting. Poised to become the Martha Stewart of Mexico, Martha has grown her company from the initial start-up website*BBmundo.com*, and expanded it to franchise status complete with a magazine and talk show. Market leaders such as Gerber, Johnson’s Baby, Ford, Wyeth and Nestle have recognized Martha’s tremendous potential and developed partnerships with BBmundo.

Martha has one of the most impressive careers of any Mexican woman. Her vision is to use a multimedia strategy to build a brand and image with a focus on child development in the Spanish-speaking community. At 18, Martha began working as a radio DJ, television anchor, and childcare expert. From there she went on to cover a wide variety of events including the Grammy Awards, the Miss World and Miss Universe pageants, and the Oscars. Child development is where she found her real interest. Soon she made the transition to become the host of Televisa’s popular program “bbtips”, aimed at giving new parents and parents-to-be advice on child care.

Since selection by Endeavor, the number of jobs has grown by 344%.

**ENDEAVOR AND BBMUNDO**

At one point, Endeavor advised Martha to launch a magazine, which accounts for a substantial percentage of her revenues. Endeavor introduced her to editors and consulted in negotiations with publishers.

Martha also received help institutionalizing her business and improving client relationships, which has had a tremendous impact on sales and the company's development. In addition to the eMBA program, she has benefited from global workshops, strategy sessions, and an Entrepreneur Summit.

Martha is generous with her time; she often creates airtime on her radio program to feature Endeavor Entrepreneurs and promote entrepreneurship.