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Profile of Dolores Martos

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Dolores Martos is the Vice President of Sales for Latin America & Caribbean at SES AMERICOM / NEW SKIES, responsible for sales and marketing activities and strategies in Latin America and the Caribbean. SES AMERICOM / NEW SKIES is part of SES and provides satellite infrastructure and satellite services on a global basis.

Ms. Martos joined SES AMERICOM / NEW SKIES in early 1999 after an eighteen-year career at Intelsat. At Intelsat, Ms. Martos held the position of Regional Group Director in charge of sales and marketing activities in Latin America. Prior to her role in Sales and Marketing, Ms. Martos held various managerial positions in the System Planning and the Operations Divisions.

Ms. Martos also worked for the Venezuelan Telecommunications Company (CANTV) where she was responsible for planning activities and commercial relationships with foreign correspondents.

Ms. Martos holds a degree in Electronic Engineering, mention Cum Laude, from Simón Bolívar University in Caracas, Venezuela.

1) How did you get started in the satellite business?

After obtaining my engineering degree, I started working in telecommunications and had the chance to participate in ITU and Intelsat Fora. I soon became fascinated with satellites, their international reach and the fact that satellite technology made it possible for people to communicate with each other around the world. I decided that I wanted to be part of the satellite industry and proactively investigated some job opportunities. I decided to take a position in Intelsat and was exposed to all aspects of the satellite business. Looking back, it was a very good decision that shaped my entire career.

2) How have you been involved in changes brought about in or by this business (innovations, technologies, services)?

The industry has been in constant evolution. Earlier in my satellite career, I was involved in the development of a new business service involving the use of smaller antennas for corporate applications. Later, when I was in charge of the planning (mid term) of the worldwide fleet, the challenge was to match the forecasted demand with the satellite resources. Optimizing the satellite resources and fleet deployment in order to meet all the customer requirements was an excitement exercise.

3) What do you think was the greatest event/situation/opportunity you experienced?

At SES Americom / New Skies, I had the opportunity to participate in build out of New Skies in early 1999. It was a great opportunity to be exposed to challenges typical of a start-up company like finding a new office in DC, working with the architect on the office remodeling, working with HR to set up the employee plans and benefits, etc. This gave me a good insight on other aspects of the business world.

4) What was the greatest obstacle?

As a young female engineer, it was somewhat challenging to prove that I was fully committed to building a career in the satellite industry. Maintaining the focus on my career and eagerness to take new responsibilities helped me achieve goals.

5) What do you see happening in the next five years in this industry?

The future of the satellite industry is exciting. New applications and technologies have fueled the demand for satellite capacity. Distribution of content in High Definition will continue to grow and mobile applications will continue to be developed. Trains, ships, airplanes, automobiles will count with ever increasing connectivity via satellite. The most remote areas of the world will have improved access to broadband through satellites. New higher capacity satellites will provide the growth to satisfy the increasing connectivity demand of the future

6) What advice do you have for women interested in entering the industry?

I would encourage professionals to pursue a career in the satellite industry. There are many challenging opportunities to develop careers in various fields in the industry. As in any industry, dedication and perseverance are key to success.