

MENTOR DESCRIPTION:

The ideal mentor should have professional experience in key areas such as management, finance, or technology, and a thorough knowledge of the industry sector. They must have virtual mentoring skills, the ability to motivate participants, and a focus on tangible results. In addition, they must have a relevant network of contacts and be committed to their continuous professional development, guaranteeing a valuable contribution to the growth of SMEs in the industrial market.

It must meet the following characteristics:

1. **Experience and Specialization:** You must have a strong career path and expertise in specific areas. The specialization may include, but is not limited to, areas such as business management, finance, technology, and/or marketing, among others.
2. **In-depth knowledge of the sector:** You must have in-depth and up-to-date knowledge about the trends, challenges and opportunities of the industrial sector that SMEs wish to enter, in order to offer practical and relevant advice.
3. **Virtual Communication Skills:** Must possess exceptional skills to deliver training and mentoring in a virtual environment, using digital tools effectively to facilitate communication and interactive learning.
4. **Ability to Inspire and Motivate:** Must be able to inspire, motivate and guide participants, helping them to set and achieve their business objectives with practical and effective strategies.
5. **Mentoring Experience:** You must have previous mentoring or teaching experience, with a demonstrated ability to provide constructive and personalized feedback that drives SME growth.
6. **Results-oriented:** It should be focused on helping SMEs achieve tangible results, offering practical solutions and specific strategies that can be applied to real situations.
7. **Network of Contacts and Resources:** You must have a strong network of contacts in the industry and access to resources that may be beneficial to participants, facilitating additional connections and opportunities.
8. **Commitment to Professional Development:** You must be committed to continuous professional development and be willing to update your knowledge and teaching methods to stay relevant in an ever-changing business environment.

This profile ensures that mentors and instructors bring significant value to the program, providing SMEs with the tools and knowledge needed to successfully advance in the industrial market.