

ELENA MARTINEZ JIMENEZ



Dear Members of the ESF Community,

My name is **Elena Martinez Jimenez** and I am excited to announce my candidacy for a position on the ESF Board of Governors. Having lived in Hong Kong for over 10 years and being an active member of the ESF community as the mother of two primary ESF Glenealy students, I am eager to further contribute to our school's strategic direction and overall community.

I have always been a strong advocate for education, a passion that has been reflected throughout my professional career. With over **15 years of experience in the Education, Early Childhood Development and Toys industry**, I have gained a comprehensive understanding of the needs and success factors essential for our children's learning, growth and development. I trust my expertise in brand management, strategic planning and consumer engagement will be valuable in my role on the board and will allow me to ensure the voices of our students and parents are heard and translated into actionable initiatives that enhance the overall educational and school experience.

As part of the board, I would like to focus on:

1. **Promote Inclusivity and Equity:** Make sure every student, no matter their background, gets the support they need to succeed.
2. **Strengthen Community Engagement:** Build stronger ties between the school, parents and the wider community to support our kids.
3. **Communication:** Ensure open communication channels are established between parents and the schools.

Overall, I strongly believe in being transparent and making decisions that reflect our community's needs. I will listen to the voices of our community and work collaboratively with my fellow board members to address everyone's needs, address concerns and drive new ideas.

I would love to count on your support and vote in the upcoming election. Let us work together to build a bright future for our school and our children!

Thank you for your consideration.

Sincerely,
Elena Martinez