

Martha Molina

Belize is considered one of the top tourist destinations in the Caribbean. The tourist industry is rated as one of the highest income earners in the Belizean economy. It was a booming industry until the COVID-19 pandemic. This industry now struggles to get back on its feet and as a direct effect many businesses are suffering.

My name is Martha Molina and I am the Human Resources Manager for Chukka Caribbean. I have been in HR for almost 30 years. I am also a HR consultant, specialized in coaching and training. I have been a part of this dynamic tourism growth as we try to improve our standards and prepare our human resources to meet the demands of the now modern tourist.

I have represented the Chamber on two committees: a past member of the Labour Tripartite Committee and a present member of the Social Security Appeals Committee.

The Chamber of Commerce has played a major role in the tourism industry through its membership. I believe it is now, more than ever, critical to have strong membership in the Chamber to meet the now demands of our business community. The next coming months and year shall be one of many challenges and struggles. We must be ready and willing to participate and work with new and improved policies.

I look forward to working alongside you.