



## **FOR IMMEDIATE RELEASE**

### **Contact:**

Natalia Wills  
Regional Director, Latin America, Trickle Up  
nwills@trickleup.org

### **Trickle Up Names Natalia Wills as New Latin America Regional Director**

**Mexico City, Mexico** – Trickle Up, a global nonprofit partnering with women in extreme poverty to build economic opportunity and drive inclusion, names Natalia Wills as the new regional director for Latin America starting January 8, 2024. Wills hosts Trickle Up staff and partners in Mexico City the week of January 15 to define a regional strategy, spearhead partnership-building, and mobilize resources towards Trickle Up’s mission to partner with women living in extreme poverty to build economic opportunity and drive inclusion.

An estimated 78 million people in Latin America live in extreme poverty today, up 11 percent after the first year of the COVID-19 pandemic. Trickle Up addresses the multidimensional challenge of extreme poverty, defined by the World Bank as living on \$2.15 or less per day. Trickle Up partners with women and highly vulnerable populations to forge pathways out of poverty through microenterprises and sustainable livelihoods. Trickle Up’s programs engage thousands of rural and Indigenous women in Latin America who are twice as likely as others to be affected by material poverty, shorter lifespans, and higher infant mortality rates.

With extensive experience in social entrepreneurship, Wills succeeds Jorge Coy, retiring after 15 years, and brings a proven track record of impact and leadership. At Pro Mujer, Wills oversaw representation, gender, and monitoring and evaluation, as well as a substantial portfolio of over 30 projects championing women, totaling approximately 15 million USD in grants. Earlier in her career, she was instrumental in organizing the Gender Lens Investing conference in Mexico and Guatemala, hosting international attendees from 30 countries and over 90 speakers. While at Fundamex, Wills also tripled incoming revenue through a greater focus on inclusive business and value chain development in rural and Indigenous communities.

“Our emerging partnerships with local organizations like CAMATI, rooted in the communities we serve, offer tremendous potential for Trickle Up to grow our impact and better serve a much greater number of people,” said Nathalie Laidler-Kylander, President and CEO of Trickle Up. This appointment comes at a critical time for the organization with the strategic goal of reaching one million women living in extreme poverty by 2030, and the formalization of Mexico as Trickle Up’s Latin America hub. Laidler-Kylander affirms, “Mexico remains a key geography for Trickle Up in the future and we are committed to partnering with indigenous women to forge resilient pathways out of poverty. We are delighted to welcome Natalia to Trickle Up.”

Wills’ professional experience in Latin America, commitment to Indigenous women, and thought

leadership in gender justice align seamlessly with Trickle Up’s strategic outlook. With Wills at the helm, Trickle Up plans to scale its work in Mexico and lead sustainable and positive transformation across the region. Wills also looks forward to working on projects that are “changing the system and using more inclusive tools to do so, thereby benefitting even more people.”

Since 1979, Trickle Up has reached 2.3 million people through partnering with 460,000 women. We aim to serve 45,000 women in 2024, reaching an additional 225,000 people currently living in extreme poverty.



###

650 million people live in extreme poverty in the world today, defined by the World Bank as those living on \$2.15/day or less. Trickle Up is a global nonprofit partnering with women in extreme poverty to build economic opportunity and drive inclusion. We drive large-scale change by partnering with local organizations, global institutions, and local governments, helping them adopt and adapt evidence-based, proven programming. We have active projects in Colombia, Guatemala, India, Kenya, Mexico, and Uganda, and teams based in India, Latin America, Uganda and in the U.S. Our goal is to reach 5 million people by 2030 by partnering with a total of 1 million women participants living in extreme poverty. [www.trickleup.org](http://www.trickleup.org)

**Alternate contact information:**

Sevita Rama

[srama@trickleup.org](mailto:srama@trickleup.org)

Senior Communications Officer

248-765-5115