

Dra. Martha Liliiana Samer Porras
Goodwill Ambassador
Chief Operating Officer TV CHRIO Vision Networks and Chief Marketing Officer



Martha Samer with an educational background in Law (graduate of Catholic University Andres Bello in Venezuela and Centennial College in Canada). Social Work and being an International Language Instructor at the York Catholic District School Board, has given her a solid understanding of public relations management, as well as, a strong sense of community, among her deep wish to serve newcomers students and their families to build a strong relation with school systems, providing the tools to make decisions and develop their future in Canada. Bilingual in English and Spanish, also a business woman who has immigrated with her family to Canada, living in several countries such as Venezuela, Mexico, Colombia and the United States of America. With her wide range of international experience approached the process of settlement and created a chain of contacts with different cultures, enforcing her abilities to work with multidisciplinary teams that habit critical thinking, decision making, leadership in activities of human rights and social justice. Her certifications in International Law, gave her the experience to represent international business in the motor parts industry. She has conducted national and international conferences on Asian lines of brands related to the expansion of the automotive industry in countries such as Japan, Taiwan and the United States (Texas, Florida and Maryland). She has organized Expo-Franchises and assisted International Seminars related to immigration areas.

Her wide Canadian experience has given her the opportunity to work with Catholic Community Services in York Region, a non-for-profit Organization as a Settlement worker. Martha is currently the Director of Community Association for the Advancement of Latin Americans, a not for profit corporation that aids the Latin community, through different programs focusing on the integration in the Canadian society, employment and social development.

Martha Samer has demonstrated her commitment and dedication to serving the community and the people who are in need. The families she helped were very diverse and successfully established good relations. Based on her experience as a Settlement worker, she cared managed families who faced tremendous difficulty adjusting in the school and community by providing emotional counselling and guided them in navigating community programs and services. She conducted one-on-one meetings as well as family meetings to provide a comprehensive needs assessment driven by the student's or families self-identified goals. She believes strongly in social justice and in advocating for the rights of disadvantaged individuals. Being recognized by York Region with the Character Community Awards, nominated for "Character Community Innovator-GIVE" in April 2017. Her ability to establish a good and trusting relationship with the school stakeholders, community partners and clients is a measure of success as a Settlement worker, the value of a warm personality has earned the respect and admiration of every person she came in contact with, her co-workers, principals, teachers, clients and students. Martha was the lead of team's Social Committees and she was instrumental in creating a positive and supportive environment within the team.

Martha worked in schools as a School Settlement Worker providing settlement services to newcomer students and their families enrolled in the public and Catholic institutions in York Region. She assisted new immigrants, first generation Canadians, refugees, refugee claimants, and protected people that settled in York Region, Ontario. Martha was also responsible for delivering well run and well attended workshops with a myriad of settlement topics. She initiated several projects in the schools most noteworthy; the Women in Leadership (WIL-Power) support group and the Spanish students support group. Martha was recognized a one of the "Hispanic Leaders of Canada 2018" for her strong dedication to women causes. Moreover, organized workshops and cultural events to promote multiculturalism and inclusivity among the various ethnic groups in schools.

Currently, she is the host and journalist of a YouTube Channel named "Destino Canada with Martha Samer" sustained by a global audiovisual company "Destiny Productions" which content implies a platform of information addressed to immigrants in Canada and providing informational resources in all the areas of settlement, legal, health, social and psychological factors, while also counting with the presence of certified and licensed professionals in Canada.

One mainstream of satisfaction is being part of the Goodwill Ambassadors of Canadian Human Right Organization-CHRIO, serving and providing aid and support to immigrants in different areas of settlement, but most recently

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conducting TV programs presentations related to highlighting multiple activities the Organization has implemented in Canada and around the world defending human rights.