



Marcelo & Aldana Huerta

Exponential Leader
(Argentina)

FOCUS

Marcelo Huerta lives in Buenos Aires, Argentina, with his wife, Aldana. In addition to actively serving as a leader in his local church, he leads the Conectados con la Misión Foundation, an initiative dedicated to strengthening and supporting missionary work through financial resources, prayer, personal involvement, and strategic partnerships. Today, Conectados con la Misión provides monthly financial support to more than 30 missionary families serving in 25 countries. The foundation also funds strategic projects and outreach initiatives both in mission fields and from Argentina.

Under Marcelo's leadership, the foundation seeks to mobilize resources to help advance the Gospel among the nations. Its work includes directly supporting missionaries, evangelistic platforms, digital projects, local churches, strategic initiatives, and Bible translation efforts, recognizing that God can use many different tools to extend His message of salvation. Through strategic partnerships with various missionary agencies in Argentina, Marcelo also represents Conectados con la Misión and Pim Pollo SRL as part of the recently established facilitation team within COMIBAM International for Business in Missions (BIM). In this role, he seeks to inspire and challenge the business and professional sectors of Ibero-America to place their resources, abilities, and influence at the service of God's Kingdom.

JOURNEY

Marcelo's journey with Conectados con la Misión is closely connected to Pim Pollo SRL, the poultry company where he has worked for more than a decade. Guided by a strong Christian identity and values, the company has consistently committed financial resources to support missionary work. The project that would eventually become Conectados con la Misión began around 2018, when Pim Pollo SRL committed to financially support missionary families they knew personally. As part of this initiative, they established the goal of adding one more missionary family for every new sales location the company opened.

As the project grew, an opportunity emerged to invite other businesses and individuals who shared the same vision to become actively involved. This led to the creation of the foundation as an independent initiative. Over time, its work expanded beyond managing and distributing funds to include visits and direct collaboration with missionary families, promoting a comprehensive commitment centered on prayer and support for the needs of cross-cultural workers. The mission of Conectados con la Misión is inspired by Jesus' promise in Matthew 24:14, with the goal of contributing to the proclamation of the Gospel among every nation. For Marcelo, this calling is expressed through mobilizing resources and building bridges between the business community, churches, missionary agencies, and those serving cross-culturally.

Through his leadership and the partnerships he has helped develop, Marcelo continues to promote a vision in which, just as God calls and sends missionaries to other nations, He also calls individuals, businesses, and professionals to place their resources at the service of advancing His Kingdom.



Global One80

Global One80 is a multicultural leadership and community development organization modeled around the life of Jesus. We come alongside devoted and committed leaders in their various stages of their leadership journey to impact communities with the Gospel of Jesus. We empower our leaders by:

- **IDENTIFYING** emerging and exponential leaders who are eager to influence their communities. They inspire those around them by building relationships and listening to community needs.
- **INVESTING** in them to sharpen their God-given potential by providing them with opportunities to grow and advance as leaders.
- Helping **IMPLEMENT** their vision for impact initiative planning with the support of donors who believe in their vision. They establish initiatives that are church and/or socially focused.

Together we can make a difference by helping bring the hope of Jesus to more people. The task is too large to do alone; we need partners who will empower passionate leaders to (transform/ influence) communities with the Gospel, one life at a time.

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