

# Kabi. High altitude travel

**ENDURANCE Role model profile**

**Edurne Pasaban,**  
*Spain*



## **Sports background**

Edurne Pasaban was born in Tolosa (Gipuzkoa) on August 1, 1973. She is a Spanish mountaineer. She has been the first woman in the world to climb the fourteen highest mountains on Earth, known as the fourteen eight-thousanders, and the 21st person in the entire ranking. Her heroic feat took her nine years since she overcame Everest in May 2001 until she crowned Shisha Pagma in May 2010. Edurne, at the age of 14, made her first serious ascents of the Pyrenees, the Alps, the Andes and the Himalayas. Before she was 21 years old, she had already climbed peaks such as Mont Blanc, Cervino, Monte Rosa, Chimborazo, Cotopaxi, Tungurahua and Guagua Pichincha.

## **Entrepreneurship background**

Her first job was as an engineer in the family company PASABAN S.A. ([www.pasaban.com](http://www.pasaban.com)), dedicated to constructing paper slitting and winding machines, a leading international company. Later Edurne founded her own business ABELETXE ([www.abeletxe.com](http://www.abeletxe.com)). It was initially a small rural hotel and restaurant. Today it has been renovated to become a unique space dedicated to celebrating events in the Basque Country. Edurne also has her caring side. She is patron and founder of Mountaineers for the Himalayas by Edurne Pasaban, where she works to develop projects related to the education of children in the Himalayas. ([www.mhfedurnepasaban.com](http://www.mhfedurnepasaban.com)).

Nowadays, she combines her sports career with her professional career as a lecturer and coach for national and international companies. She is dedicated to organizing talks, training, and workshops. She accompanies teams and individuals towards their own goals, teaching them through her experiences as a mountaineer. Edurne's latest project is Kabi by Edurne Pasaban. A travel agency where, together with a team of professionals, they organize tailor-made trips to promote her passion for the Basque Country and the Pyrenees ([www.kabi-travels.com](http://www.kabi-travels.com)).

## **Entering entrepreneurial path**

She has established her first entrepreneurial endeavour in the field of conferences, coaching and lectures. Due to her character and organizational skills, many times in the mountains, she adopted the role of leader. She discovered qualities that seemed to come naturally to her but that she had not developed until then. Little by little, she trained herself until she improved and strengthened these aptitudes. Throughout this process, she learned fundamental principles and many tools that she

shares in her conferences so that attendees can take away conclusions that allow them to influence and impact their work teams in a positive way. Her popularity nationally and internationally and the fact that she is a woman have helped her in these activities.

Regarding the travel agency, which is her second entrepreneurial endeavour, she started her activity based on her experience, the search for new challenges, and ways to test herself. Kabi is a company that offers active tourism experiences both in the Basque Country and in the Pyrenees. Edurne did not find many difficulties to go from sportswoman to businesswoman since she has combined sport with different business initiatives throughout her life. In addition, she has focused her company's activity in an area she knows well, the Basque Country and the Pyrenees.

### **Empowered and encouraged**

Edurne's life is a story of personal and professional improvement in which she has understood what courage, motivation, and nonconformity mean. Values that she has applied to the business world.

She highlights four factors forged during her sports career that help her in her daily life and business. The first is ambition. It is necessary to have ambition in life, understood as something positive that drives us to go further, both in sports and business. The second is the desire to improve, to want to do better and better or, at least, to improve oneself. As she said: "What can I learn from this experience that I haven't done at the top? We find it hard to stand in front of a mirror and say: What can I change or what can I improve for the next time?" The third is the hunger for success. What does this mean? We have to believe we are able of doing things, and this costs us, it costs us a lot. And the most important is passion; she believes that she would hardly have climbed the fourteen eight thousand without passion, and without passion, we would surely not do many of the things we do.

All these factors have been key to move from sport to professional field, with others such as training; (She studied Industrial Engineering at the University of the Basque Country (UPV - EHU), then completed the SEP program (Senior Executive Program) and obtained a Master in Human Resources Management, both at ESADE Business School in Barcelona. Later, she completed a Master's Degree in Executive Coaching and Management at IE Business School in Madrid).

And, finally, she also enjoyed support from her family, especially in the beginning, but also throughout her sporting and professional life.

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