Alejandra M. Salaverria

Strategic Growth Product Manager + Analytics

allyalejandra@pm.me 917.703.0899

www.linkedin.com/in/alejandra Brickell, Miami, FL

Relationship builder with strengths in growth strategy, analytics, human-centric product management.

Product / Project Manager. Engineer with an MBA. Passion for New Business Initiatives/Product Development data-driven decision-making. Achievements in delivering agile growth product management process flow: research, ideation, process mapping, strategic planning, go-to-market execution, and management reporting on time and within budget. Cross-functional team management savvy. Collaborative with strong communication and interpersonal skills. Fluent in English & Spanish. US Citizen.

experience

Citi Fort Lauderdale, FL — 2019 to 2021

Senior Product Manager – LATAM Data Governance

- Led digital data literacy culture change initiative across organization for Latin America region.
- Researched, analyzed and interpreted large datasets, developed insights and strategy roadmap.
- Developed and managed portfolio of data quality related projects and their cost, time and scope.
- Managed teams to make sure goals and objectives are being achieved.

TradeStation Plantation, FL — 2019 to 2019

Director, Senior Product Manager - Brokerage

- Managed M&A integration of scalable omnichannel multimedia e-learning and social community platform.
- Led white-labeled B2B client sales meetings and presented strategic project insights to executive management.
- Established product commercialization framework and presentation to track portfolio performance analytics.

Boston Properties via AMS Consulting, Boston, MA — 2017 to 2018

Product Manager, Investor Relations

- Developed investor analytics, market insights and targeting/prospecting strategy from CRM database IR Insight.
- Coordinated industry perception study to develop analytical and strategic insight for Executive Management.
- Updated Investor Relations related documents, including earnings, press releases, talking points/scripts, quarterly and annual reports and conference and Investor Day presentations.

KPMG, New York, NY — 2014 to 2017

FinTech Blockchain Management Consultant - Advisory - Alternative Investments and Financial Services

- Created Blockchain, DeFi, Digital Currencies go-to-market strategy with advisory product solutions.
- Prepared sales pitch presentations detailing account plans prioritization and institutional client strategies.
- Led team of thirteen for $20M 13-country private equity and hedge funds investment covered funds analysis.
- Prepared operational strategy due diligence report for private equity fund administrator acquisition.
- Led weekly project status meetings and presented strategic project insights to executive management.

Credit Suisse via AMS Consulting**,** New York, NY — 2013 to 2014

Business Innovation FinTech Strategy

- Led program to optimize fixed income and equity securities DTCC settlement and reconciliation trade risk and reduce balance sheet risk weighted assets.
- Managed ten global financial services sales and trading Structured Products client relationships.
- Served as single point client service relationship contact ensuring global trading service level standards.
- Identified, strategically designed and implement sales process changes, including analytics reporting.
- Delivered executive-level business reporting and project status updates to senior management.

UBS Securities, Stamford, CT — 2008 to 2013

Director, COO/Growth Product Manager, *2011-2013*

- Chaired strategic client workgroups with sales, marketing, corporate communications, legal, compliance, trading, operations and product specialist to drive global client strategy to increase revenue by 20%.
- Analyzed CRM database, reported performance metrics and developed marketing communications.
- Worked with Head of FICC Sales to design and implement client market segmentation, account reassignment, migration to electronic channels and cross selling initiatives resulting in revenue growth of >20%.

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Director, Strategic Client and Stakeholder Management, *2010-2011*

- Designed and led initiatives to improve sales teams processes results by creating sales business development support, deepening product knowledge and standardizing messaging through sales lifecycle.
- Developed client relationships by identifying new product and services to enhance customer retention.
- Created analytics from 10,000 client master database comprised of institutional money managers, banks, brokers, hedge funds, sovereign wealth funds and corporate treasury based across Americas, EMEA and APAC.

Associate, Business Manager/Strategic Client Financial Analyst, *2008-2010*

- Prepared financial reporting materials, account plans and client strategies presentations.
- Designed and managed financial models, performed budget variance for forecasting and P&L reporting.
- Researched and wrote briefings explaining changes in performance metrics. Provided recommendations for capital and resource allocation of $25MM global portfolio.

JP Morgan Chase & CO., New York, NY — 2005 to 2007

Associate, Finance & Business Manager/PMO

- Led financial planning and forecasting working group which managed a $250MM global credit risk portfolio.
- Provided ongoing best practices training to project managers in the PMO team.
- Tracked and managed program milestones, tasks, issue, risk, dependency, action management and escalation.

education

Columbia University, Graduate School of Engineering and Applied Sciences, New York, NY

M.S. in Operations Research: Finance Concentration, GPA: 3.67/4.00 — 2011

Quantitative Studies in Finance Program, GPA: 3.67/4.00 — 2008

Nova Southeastern University, Fort Lauderdale, FL

M.B.A. in Finance, GPA: 3.88/4.00 — 1999

B.S. in International Business and Accounting, GPA: 3.76/4.00 — 1998

licenses/certificates

Chartered Alternative Investment Analyst, CAIA — 2020

Fintech Specialization, Coursera Lerner (University of Pennsylvania) — 2020

IBM Data Science Professional Certificate, Coursera Lerner — 2020

Business of Product Management, Coursera Lerner (Advancing Women in Product) — 2020

Certified Scrum Master, Scrum Alliance, Commonwealth of MA — 2018

Project Management Certificate, JP Morgan Chase & Co. — 2006

Supervisory Essentials Certificate, Columbia University — 2005

skills

Tech Stack: Notion, Git, GitHub, Figma, Mural, Aha, Excel, Word, Outlook, Access, Project, Visio, PowerPoint, Salesforce, SharePoint, CRM, Bloomberg, Capital IQ, IR Insight, HubSpot, Visual Studio Code, Atom, Slack, Trello, SmartSheet, Confluence, JIRA, Asana, Sketch, Processing, Canva, Adobe, Final Cut Pro

Data and Analytics Tools/Languages: Mixpanel, Google Analytics, Optimizely, Qualtrics, Tableau, QlikSense,

Languages: Python, Javascript, web3.js, Markup, SQL, C++, MATLAB, Spanish and English.

special projects

Assistant to Editor-in-Chief of the Encyclopedia of Quantitative Finance published by Wiley. — 2007 to 2009

Event Manager for New York Quantitative Finance Seminar. — 2007 to 2009

affiliations

United Way, *Women United Executive Committee*, Boston, MA and Miami, FL

KIPP NYC, *Associate Council Board Member*, New York, NY

100 Women in Finance/Hedge Funds Association, *Member*, New York, NY