



Alejandra M. Salaverria

Crypto Portfolio <<https://alejandra-m-salaverria.com>>

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finserv intrapreneur, fintech advisor

Strategic Growth Product Manager focused on crypto blockchain decentralized web3 applications for users with shared-value PRIVACY and empowering each consumer with internet connection access to manager and control their Personally Identifiable Information [PII] & Intellectual Property [IP]. And, decentralize autonomous organizations [DAOs] and cooperatives business and economic models. Ally Capital

.....<<https://allycapital.co>> Crypto Global DeFi DAO VC founder.

product experience 1999 – present

Innovation - new business products examples

- As Strategic Growth Product Manager/ UX Design/ Developer at #HackFS #HackMoney2021 @ETHGlobal Ethereum blockchain:
Yasss: Decentralize Web3 Application for Creator Entrepreneur Economy. Creator-Owned decentralized Creator-to-Peer Marketplace of NFT digital hyper-media.
OwnYou: Crypto Decentralized Web3 App: The Key to Unlock Value: Smart Profile for users with shared-value PRIVACY .
- As Strategic Product Manager at TradeStation:
FinTech: Defined product and go-to-market strategy for www.youcantrade.com. Partnered with cross-functional teams guiding engineering, operations, sales, marketing, legal, finance and executives.
- As Investor Relations and Capital Markets Analyst at Boston Properties:
FinTech: Identified and targeted prospective shareholders, optimizing investor engagement and crafted compelling press release messages leveraging Nasdaq's investor relations platform.
- As FinTech Blockchain Alternative Investments Advisory Management Consulting practice member at KPMG:
FinTech: Created Blockchain, DeFi, Digital Currencies go-to-market financial services client's strategy and product offerings solutions.
FinTech: Defined strategy to implement BlackLine, a cloud-based Finance and Accounting transformation technology.
RegTech: Modeled Bank Holding Company Act (BHC Act) regulation to identify exceptions for proprietary trading, interest or relationships with a hedge fund or private equity fund (covered funds).
- As Business Innovation FinTech Strategy at Credit Suisse:
FinTech: Led program to optimize fixed income and equity securities DTCC settlement and reconciliation trade risk and reduce balance sheet risk weighted assets.
- As COO/Growth Product Manager at UBS:
FinTech: Advised on functional and design product requirements for UBSNeo, a cross-asset banking platform for clients to access trading services including analysts, insights, research, trade execution and post-trade through desktop and mobile.
MarTech: Re-engineered clients' strategy to increase revenue by 20% in year through client market segmentation, account reassignment, migration to electronic channels and cross-selling initiatives.

skills + competences

Strategic, Innovative Leadership
Matrix Team Management
Customer User Experience
Big Data & Analytics
Data Visualization
Communication
Business Intelligence
Process Optimization
Partnership Development
Budget & Forecasting
Agile Project Manager
Spanish
English



education certification

M.S. in Operations Research, Finance
Columbia University 2011

M.B.A. in Finance 1999

B.S. in International Business 1998

Nova Southeastern University

FinTech (University of Pennsylvania)

IBM Data Science Professional Certificate

Business of Product Management

Coursera Learner 2020





Certified Agile Scrum Master

Scrum Alliance 2018

Project Manager

JP Morgan 2007

strengths

-  Articulates strategic priorities and analytics
-  Cultivates deep, positive relationships
-  Fosters collaborative & effective teams
-  Speaks truth to power

leadership + give back

Women United Executive Leader

United Way 2017 – Present

100 Women in Finance Member

100WF 2007 – Present

Ellevest Network Executive Leader

Ellevest 2017 – Present

KIPP Associate Council Board Member

KIPP 2015 – Present

interests

