

# Betzabe Salinas Tovar



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## OBJECTIVE

Create value through the use of digital technology to contribute in the business transformation, implementing business solutions based on customer needs and optimizing the current business processes.

## COMPUTER SKILLS

Java, HTML, SQL, PHP

## LANGUAGES

Spanish- Native

English- Professional working  
proficiency

Swedish - Elementary proficiency

## EXPERIENCE

Accenture | Mexico City // October 2015- Present

### Management Consulting Business Analyst

- Experience in the Financial Services industry as a liaison between business and technology areas.
- Worked with agile and waterfall methodologies from definition to implementation in the project phases.
- Advised in multichannel strategies to align organizational strategies.
- Monitored and controlled tasks of global and local initiatives.
- Re-designed processes with UX teams to enhance customer experience.

## EDUCATION

Instituto Tecnológico y de Estudios Superiores de Monterrey | Mexico City Campus // August 2010- May 2015  
Bachelor of Science in Business Informatics

Jönköping University | Jönköping, Sweden // Summer 2014  
Logistics and Supply Chain Management

## CERTIFICATION

Banking Industry Generalist // September 2016  
Banking Industry Foundation

CAPM Certified // May 2015  
Project Management Foundation

COBIT 5 Foundation // April 2015  
Information Technology Governance and Management Foundation

ITIL 2011 Foundation // April 2014  
Information Technology Service Management Foundation