Edgar Javier Cadena Avella

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Professional Profile

Enterprise Architect, enabler of digital transformation in organizations. Experience in driving and organizing work teams aimed at achieving the objectives of the company. Ability to generate new responses or adapt known solutions to new situations. Enthusiastic, creative and positive.

Skill in the study of high impact technological alternatives. Strong capacity for analysis, design and construction of technological solutions in AS400 environments and interaction with other technologies such as IVRs, ATMs, ESB, BPMs among others.

Program and Project management capabilities with agile or traditional methodologies such as SCRUM or PMI, including on premise or cloud computing technologies, as well as Business Data Warehouses (EDW), CRM, SMACIoT (Social, Mobile, Analytic, Cloud, Internet of Things) Technologies or transactional management projects

High knowledge of transactional applications and integration schemes. Application of industry frameworks such as TOGAF, BIAN, COBIT or ITIL in the organization.

Identificación Data

*National ID Number (cc):* 9.533.312. Colombia Republic

*National Professional ID: 682557*7531STD, May 5, 1999

Experience and Achievements

**Olimpia IT Management**

**Bogotá, Colombia**

**March 1, 2017 - October 31, 2019**

*E-Commerce Sales Director (March 2019 - October 2019)*

Establish and execute business plans in relation to the products and services of the digital commerce line.

Achievements:

* Setting up of a Digital Commerce strategy based on the combination of security and biometrics capabilities already established in Olimpia.
* Creation of the Business Partner Program for the sale and distribution of digital commerce solutions.
* More tan 300 new customer in the digital commerce line.
* Increase the annual income of the line of e-commerce by more than 500%.
* New Corporate Customers that acquire ecommerce solutions from Olimpia: ITAU, Codensa-Enel, Claro, Deloitte, Seguros Confianza among others.

*E-Commerce Product Manager (March 2017 - March 2019):*

Definición de la línea de productos de comercio electrónico de Olimpia IT.

Achievements:

* Definition and characterization of the services and products of the digital commerce line.
* Incorporación de los conceptos de Comercio Conversacional, Comercio Inmersivo y Comercio Unificado en la estrategia de la línea.
* Incorporation of the concepts of Conversational Commerce, Immersive Commerce and Unified Commerce in the strategy of the line.
* Generation of APIs for integration of biometrics and cybersecurity services.
* Association of the payment gateway with the concepts of facial recognition.
* Generation of the Payment Gateway, Electronic Invoice, ChatBots from WhastApp and Personalized Videos products.
* Generation of product based on own payment method (Payment method based on sponsoring company that replaces the need for credit or debit cards in specific niches).
* Launch of the products of the line to the market.
* PCI DSS certification for Olimpia IT Management.

**Multibanca Colpatria del Grupo Scotiabank**

**Bogotá, Colombia**

**May 17, 1995 – January 22, 2017**

*Architecture Head (January 2014 – January 2017):*

Alignment of the bank's architecture with the policies and standards of Scotiabank LATAM. Aid in architecture and design to local strategic projects and / or proposed from the regional level.

Achievements:

* Enterprise Architecture Project: Development of the Enterprise architecture model and tool that we called ***AMS Architecture Management System***, model and tool that was presented in 2016 within event “2016 International Scotiabank Technology Showcase”.
* Application of **BIAN** (*Banking Industry Architecture Network*), **COBIT** (*Control Objectives for Information and related Technology*) and **TRM** (*Technical Reference Model* of **TOGAF**) frameworks in the bank, generating a concept for organization at the enterprise architecture level. (These models were built on the Mega-Hopex tool)
* Enterprise Architecture Project: Evaluation of the concepts of Mobile Banking and its application in the bank. As a result of this project, the bank changed the Black Berry solution to Apple's Iphone and Ipads solution for its C and senior executives levels, and the CEBP (Communications Enabled Business Processes) concept began to be applied, while the first one was published version of the bank's mobile app for its clients and the first prototypes were generated to use Augmented Reality for both the bank's clients and the employees of the organization.
* Enterprise Architecture Project: Evaluation and generation of operation models of the Vice Presidency of Technology. This process allowed the organization to use the concepts of ITIL, PMI and COBIT efficiently and crossly, optimizing IT services to the organization and taking clear measures of its performance.

*Architecture Director (January 2010 – December 2013):*

Setting up of the new ​​architecture office with the objective of providing policies, guidelines and standards in business processes, applications, data and infrastructure domains. Aid in architecture and design to the strategic projects of the organization.

Achievements:

* Post-acquisition review process and project with new Scotiabank Investor.
* In 2011 and 12 I participated in a team responsible for the sale of Bank shares and which the Scotiabank group won.
* Enterprise Architecture Project: Leading evaluation of updating or replacing ICBS core system and associated application architecture.
* Recognition by the Banking Vice Presidency for commitment, dedication and contribution to fulfill the business objectives.
* Creation and architectural modeling of Correspondents System and PINES according to Colombian Regulator Law.
* Stabilization, adaptation or reconfiguration of systems that had not been updated for several years as ACH, Automatic Debit, Current Accounts.

*Project Manager (January 2001 - December 2009):*

Lead, coordinate, analyze, design solutions for different projects at the operational, legal or commercial level.

Achievements:

* In 2009, I lead the analysis, design and implementation of Money Laundering Control project and construction of related Data Warehouses,
* In 2006 I led the design and implementation project of the AS400 Dynamic Menu that facilitated compliance with the regulations of the Financial Superintendence regarding dual control, access control, tracking and auditing of execution of options. The tool was built using RPG language.
* In 2005, I led the idealization, analysis, design and implementation of the system we called “Transaction Resolver” that extends the life of the ICBS core banking system and facilitates the integration between this and the other applications of the bank's ecosystem. This system saved the bank more than one million dollars in the implementation of the equivalent “Aperio” system that Fiserv sold at the time.
* In 2003, I led the conceptualization of the File Exchanger, a tool that facilitates the exchange of information between the bank and public or private sector entities and, consequently, facilitates the collection of public services through channels such as audio response and internet. The tool is developed with the participation of Olimpia Management, a company of the Colpatria group, and for this company it becomes a key product that produces licensing revenues.
* Other achievements include the development of projects that have generated revenue for the organization, significantly reduced expenses or resolved problems of malfunctioning systems, among these projects are: Correspondence System, Received Assets in Payment Information System, Collection of commissions in channels, Collections in CEPs, ACH Interbank Automatic Transaction System, Dematerialized CDTs Management among others.

*Help Desk Director (February 1999 - December 2000):*

Coordination, support and fixes for banking applications managed on iSeries AS400 platforms. Most of then built on RPG language.

Achievements:

* Recognition as "Best Service Partner" by the operational and commercial vice presidencies.
* Stabilization and support for several central business applications including: Current and savings accounts, Exchange, CDT, Embargoes, Exchange, Credit Risk Management System.

*Development Engineer (May 1995 – January 1999):*

Analysis, design and development of solutions demanded by the organization in AS400 environments using RPG, RPG ILE, CL and CLLE languages.

Achievements:

* Analysis, design and development of the Domiciliation system. System that makes Banco Colpatria a pioneer and leader in Automatic Debit at that time and allowed the balances of savings and checking accounts to increase substantially.
* Development, testing and implementation of the Bank's Executive Account System.
* Stabilization of the Bank Accounting System

**Gasoriente S.A**

**Bucaramanga, Colombia**

**1992 - 1993**

#### Developer

* Programming of the Gasoriente Integrated System for Billing, Collection, Services and Accounting Modules.

University Studies

* **MBA MAGISTER IN BUSINESS ADMINISTRATION,**

Universidad de La Salle, Bogotá, December 1, 2000

* **SYSTEMS ENGINEER,**

Universidad Industrial de Santander, Bucaramanga, March 21, 1995

* **DIPLOMA VIRTUAL EDUCATION IN DIGITAL TRANSFORMATION,**

Universidad de la Sabana, Bogotá, December 2019

* **DIPLOMA IN GLOBAL BUSINESS MANAGEMENT,**

Cesa, Bogotá, October 17th 2012

* **DIPLOMA IN ORGANIZATIONAL COMUNICATION,**

Cesa - Incolda, Bogotá, August 1ST 2007

* **DIPLOMA IN MANAGEMENT AND LEADERSHIP.**

Cesa – Incolda, Bogotá, December 2nd 2004

* **DIPLOMA IN BANK MANAGEMENT,**

Cesa – Incolda, Bogotá, October 23rd 2001

Complementary Studies

* DIGITAL ENTERPRISE. Ecommerce. MINTIC Ministerio de Tecnologías de la Información y las Comunicaciones de Colombia. December 2018.
* English C1 Level. SMART Languages Academy. June 2016.
* ARCHITECTING IN AN AGILE ENVIRONMENT. Universidad de Los Andes - Asesoftware. November, 2014.
* ARCHITECTING IN THE CLOUD. Universidad de Los Andes - Asesoftware. May 2014.
* APPLYING ENTERPRISE ARCHITECTURE USING TOGAF v9.1. IT Institute. March 2013.
* FOUNDATIONS OF ENTERPRISE ARCHITECTURE USING TOGAF v9. IT Institute. October 2012.
* SERVICE-ORIENTED ARCHITECTURE: LEGACY SYSTEMS MIGRATION. Carnegie Mellon. Software Engineering Institute. March 2011.
* SERVICE-ORIENTED ARCHITECTURE: BEST PRACTICES FOR SUCCESFUL ADOPTION. Carnegie Mellon. Software Engineering Institute. March 2011.
* THE 7 HABIT FOR MANAGERS. FRANKLIN COVEY CO. September, 2008.
* FORO: PRODUCTIVIDAD Y COMPETITIVIDAD: Construcción y Sostenibilidad de Capacidades Competitivas. Globalización y Relaciones Internacionales. April 2008.
* PROJECT MANAGEMENT Based on PMI. 60 Hours. U-MYND. June, 2007.
* RPG IV-ILE. Inversiones Pretil Marín y Cía. June, 2004.
* PRINCIPLES OF PROJECT MANAGEMENT. IBM IT Education Services. July 2003.

Languages

* Spanish: Native
* English: C1 Level. Smart Languages Academy

IT Certifications

**SCRUM**

* SFPC Scrum Foundations Professional Certificate, 9th January 2017.
* SMPC Scrum Master Professional Certificate, 30th January 2017. CertiProf LLC

**COBIT 5** An ISACA Framework

* Foundation Examination, 5th September 2014, Registration Number COBIT/539759, Certificate Number 02934167-01-LV9K

**TOGAF** V9.1 The Open Group

* Certified Level, 23rd September 2013, Registration Number 77214
* Foundation Level, 4th December 2012, Registration Number 66603

**ITIL** V3

* Foundation Examination, 20th August 2010, 2197039\_20177979 OGC 00158547

References available upon request.