

# LUZ DARY VANEGAS PENAGOS

Master in applied Statistics

## PERSONAL PROFILE

Economist, Master in applied Statistics from the University Rey Juan Carlos of Madrid, and specialist in Statistics of the National University of Colombia.

I have extensive experience in database processing, data analytics and leadership of work teams.

## ACHIEVEMENTS

- Design of anti-fraud strategy for financial institutions and merchants, reducing the materialization of fraud and its adverse effects for customers.
- Transactional analytics to develop and implement origination and recovery models.
- Leadership of work teams for the joint achievement of goals and established indicators.

## CONTACT DETAILS:

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## CAREER HISTORY (+7 YEARS)

### DATA SCIENCE & FRAUD STRATEGY MANAGER

Kushkipagos, Apr 2022 - Current

- Advanced analytics to identify atypical patterns and automation of operational processes.
- Lead data science and fraud strategy teams in Latin America, with the aim of improve processes for credit risk, fraud and acceptance teams.
- Design of reports and visualizations with key information for decision-making by stakeholders.
- Design of the anti-fraud strategy and the team's roadmap for compliance with fraud and approval kpis.
- Guide, motivate and support the work of the team to achieve the goals and kpis established through support and training.

### FRAUD PREVENTION MANAGER, LATAM

PayU, Sep 2020-Apr 2022

- Advanced analytics to identify atypical patterns in the transactionality of merchants in LATAM and automation of operational processes in Python.
- Lead PayU's fraud prevention team in Latin America, with the aim of preventing and reducing the risk of transactional fraud in merchants that carry out transactions through the platform.
- Design of reports and visualizations with key information for decision-making by merchants and directors of the company.
- Design of the anti-fraud strategy and the team's roadmap for compliance with fraud and approval indicators.
- Guide, motivate and support the work of the team to achieve the goals and kpis established through support and training.

### TRANSACTIONAL RISK LEADER

CredibanCo, Aug 2019-Sep 2020 (1 year, 1 month)

- Design of strategies for the prevention and identification of fraud at the transactional level, supporting financial institutions in their analytical processes with the aim of achieve positive results for fraud index reduction.
- Review and support in the design and implementation of fraud containment rules in all bank applications.
- Support to internal and external clients in fraud requirements and transactional behavior, as well as training and administration of tools in charge.
- Guide, motivate and support the work of the team to achieve the goals and indicators established through monitoring and training consist.

### ANALYTICAL MODELS OF FRAUD PROFESSIONAL

Banco Davivienda, Oct 2017- Aug 2019 (1 year, 10 months)

- Design of prevention fraud models for virtual channels and monitoring of indicators of fraud avoided and materialized.
- Design and implementation of fraud containment rules in all bank applications, in addition to the analysis and response to specific cases of fraud in virtual channels.
- Design and presentation of reports to the bank's senior management.

## ACADEMIC HISTORY

### REY JUAN CARLOS UNIVERSITY

Master of applied Statistics

2018-2019

### NATIONAL UNIVERSITY OF COLOMBIA

Statistics specialist

2013-2014

### LA SALLE UNIVERSITY

Economist

2007-2011

## SKILLS AND ABILITIES

- Data analytics
- Team leadership
- Prioritization
- Oral and written communication