

# FELIPE SAAVEDRA

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## PROFESSIONAL SUMMARY

Transformational leader & innovation “trader”, with +15 years of cross-cultural/functions experience. From engineering, analytics to HR, leadership, mentorship & agile mindset. My value proposition is to combine best practices, diversity of experiences, analytics and leadership in different industries and contexts creating great teams who love their work and reach great results

## EDUCATION

### IE UNIVERSITY

Master in Business Analytics and Big Data

**MADRID, SPAIN**

Jan 2023 - Currently

### NORTHWESTERN UNIVERSITY – MCCORMICK SCHOOL OF ENGINEERING

Master of Engineering Management - GPA: 3.9/4.0

**CHICAGO, IL, US**

2011 – 2012

- Outstanding Academic Performance
- Experience/Certificate in decision making based on information

### UNIVERSIDAD DE CHILE – ESCUELA DE CIENCIAS FÍSICAS Y MATEMÁTICAS

Industrial Engineering - GPA: 6.0/7.0

**SANTIAGO, CHILE**

2000 – 2005

- Outstanding Academic Performance
- Marketing Engineering TA
- Quantitative Analysis Design Researcher – Retail product predictive model

## EXPERIENCE

### TELEFÓNICA HISPAM (TELECOM, €7.9BN)

People Analytics Regional Senior Manager

**SANTIAGO, CHILE**

Apr 2021 – Currently

- Led a team of 15+ across 8 Latin American units, driving HR data strategy and analytics.
- Developed and executed a people data warehouse plan, enhancing data architecture and analytic product deployment.
- Established robust data governance, improving data security and quality control in key HR processes.
- Implemented a data visualization strategy, creating tailored dashboards, improving user experience, and streamlining workflows.
- Transformed HR financial processes, introducing new budgeting and monitoring models.
- Drove key analytics initiatives:
  - Reduced voluntary attrition from 5.7% to 4.0% via voluntary attrition predictive model.
  - Improved workforce planning and recruitment with LLM tools and internal mobility algorithms.
  - Enhanced HR operations based on B2B sales reps. analytics.

### TELEFÓNICA CHILE (TELECOM, €1.7BN)

HR Planning Senior Manager

**SANTIAGO, CHILE**

Dec 2016 – Mar 2021

- Led talent acquisition process, compensation & total rewards, organization design, payroll, people analytics/control and support of union negotiations.
- Coordinated People Strategic Planning Process at local level, based on corporate guidelines and local context. From design to initiatives implementation and status keeper.
- Led transformational people company programs: reskilling operational process, talent acquisition program (trainee program), local agile office, B2B commercial career development program, gender equality policy and workforce planning program.
- Led HR digital transformation. Main goals: E2E process optimization, self-managed employee relationship and decrease HR operational focus.

### LA ARAUCANA (FINANCIAL SERVICES, €90MM)

Strategic Turnaround Team Leader – Strategic Planning and Control Senior Manager

**SANTIAGO, CHILE**

Feb 2013 – Nov 2016

- Led design and execution of turnaround corporate strategy:
  - Counterpart of financial institutions, regulator, board and unions. Resulting on company financial viability and new corporate bond.
  - Optimization of sales and general expenses, restructuring process and organization, resulting on CLP\$20.000MM/yr OIBDA.
  - Optimization of credit sales, with focus on profitable segment, resulting on CLP\$40.000MM FCF in 5 months.
- Led design & implementation of business intelligence unit. Resulting on new credit scoring, customer segmentation strategy and campaigns and one source of truth.

## **TELEFÓNICA CHILE (TELECOM, €1.7BN)**

**SANTIAGO, CHILE**

Strategic Planning Senior Analyst /Coordinator

Aug 2009 - Jul 2011

- Led strategic planning integrated model, improving key business driver analysis and market evolution.
- Coordinated strategic plan 2011-2013 fixed business unit. Resulting on marketing/sales objectives and financial forecast.
- Coordinated strategic project business cases, resulting on financial forecast, mid-term business unit goals and board recommendations.

## **PRINCIPAL FINANCIAL GROUP (INSURANCE & FINANCIAL SERVICES, €118MM)**

**SANTIAGO, CHILE**

Financial Planning Analyst

Jul 2008 - Aug 2009

- Designed forecast models for three high growth business units, improving key business drivers and mid-term goals.
- Designed company budgeting process, resulting on integrated and automatic system.
- Implemented 2009-2012 financial projections, with monthly business unit detail and ROE headquarters commitment.

## **CONSORCIO SEGUROS (INSURANCE & FINANCIAL SERVICES, €1.5BM)**

**SANTIAGO, CHILE**

Actuary

Sep 2006 - Jul 2008

- Designed car insurance actuarial model. Resulting on new technical/commercial policy and improvement on accident rate.
- Designed 2008-2010 actuarial forecast to non-life insurance business units, with an annual and three years business unit objectives}.
- Actuarial/financial analysis of survival and disability insurance, resulting on board recommendations.

## **UNIVERSITY OF CHILE – INDUSTRIAL ENGINEERING DEPARTMENT**

**SANTIAGO, CHILE**

Research Assistant

Dec 2005 - Sep 2006

- Designed SKU level forecast demand model, based on category attributes, for a retail Company. Created deep understanding of demand behavior, correlation and marketing drivers on selected categories.

## **SKILLS**

- **IT:** SQL, Power BI, Tableau, Looker, Python, R, Visual Basic, Hadoop, Py-Spark
- **Languages:** English (Professional competence) y Spanish (Native)
- **Awards:** “Executive of the year 2013” (Business Intelligence Chile Community– Pontificia Universidad Católica de Chile), Outstanding Academic Achievement (Master of Engineering Management), Advance Human Capital Chilean Program (100% scholarship master degree), High potential professional (Telefónica)
- **Courses / Certificates:**
  - Big Data & Machine Learning Diploma | Pontificia Universidad Católica de Chile | Jan 2020 – Jan 2021
  - People Analytics – How to build a talent advantage | Stanford University | Jun – Aug 2022
  - Closing the Gap Between Strategy and Execution | MIT – Sloan School of Management | 2020
  - Digital Business Strategy | MIT – Sloan School of Management | 2019