

## EDUCATION

---

### **Tecnológico de Monterrey Data Analytics Boot Camp**

Mexico City, Nov 2019

- A 24-week intensive program focused on gaining technical programming skills in Excel, VBA, Python, R, JavaScript, SQL Databases, Tableau, Big Data, and Machine Learning.

### **The Wharton School - University of Pennsylvania**

*Online Learning*

- Business Analytics: From Data to Insights

2019

### **Universitat Pompeu Fabra / EGADE Business School – Tecnológico de Monterrey**

*Barcelona / Ciudad de México*

- Double Degree Master in Finance and Master in Finance and Banking

2016 – 2018

- Achieved a life-time membership at **Beta Gamma Sigma. GPA: (96/100)**

### **London School of Economics and Political Science (LSE)**

*London, U.K.*

- Academic lessons in the topics of global economics, corporate finance, international business strategy, information systems, and global financial markets.

2017

### **Instituto Tecnológico Autónomo de México (ITAM)**

*Ciudad de México*

- B.S. in Economics, minor in Finance.

2009 – 2014

- **AIESEC in ITAM**, Vice president of outgoing exchanges of AIESEC ITAM, a network of student-run international platform to develop leadership through exchanges at premier universities around the world (2011-2013).
- Sent more than 100 students to carry out global community development and global internship programs.
- Implemented a platform to organize better the information, which improved the candidate's management at the committee.
- Part of the team that funded IPEA (Instituto de Pensamiento Estratégico Agora) at ITAM (2010-2012). This non-government organization aims to increase political participation while it pretends to be a voice for the young's interests to decision-makers. My main achievement was to bring politicians to Campus for a conference.
- Thesis: "The Nature and Evolution of the Competitive Advantages in the Manufacturing Sector between China and México".

### **Lycée d'Arsonval**

2007 – 2008

*Brive-la-Gaillarde, France*

- As part of the **Rotary International Exchange Program**, I studied the economic and social specialization at the second year of high school, with excellent results and learnt a new language. This was a cultural and language Program where I had the opportunity to live with three local French families for a year, representing a highly enriching experience.

## PROFESSIONAL EXPERIENCE

---

### **Citigroup (Citibanamex)**

*Ciudad de México*

- *Assistant Vice President – Citi Commercial Bank Strategy Mexico*

Sept 2018' to date

- I have had the opportunity to detect opportunities and design strategic reports by industry, product, region and customer regarding the cash management and lending businesses, which has led to effective decision making. Also have delivered documents to the sales teams with insights, trends and perspectives of the target industries of the bank using data analytics and econometric techniques, leading to annual growth in portfolio of 14% in those industries. I have been part of the team that is focusing on the strategy for new digital clients and the implementation of Agile methodology at the area.

### **NH HOTEL GROUP**

*Ciudad de México*

- *Revenue Manager – México*

Jun 2017 – Aug 2018

- Responsible for maximizing revenues, have increased market share and profits for 5 hotels in partnership with the revenue coordinator, the General Managers and the business units.
- Responsible for the pricing strategy and strategic planning of the properties, revenue management optimization and the use of business analytics. Constantly achieving monthly targets and growth over last year.

### **Tribunal Electoral del Poder Judicial de la Federación (TEPJF)**

*Ciudad de México.*

- *Head of Department - Office of the Comptroller*

Jun 2016 – Jun 2017

- The office oversees the accountability of the organization and provides internal control. They needed a person with analytical thinking to improve the efficiency in the use of resources. I wanted to contribute to society and try the public sector.
- The task was to support the auditing team and to be the project manager for the Transparency Policy. To achieve that, received trainings, organized monthly meetings and tracked goals.
- The result was the improve of the rate of response to information requests from 80% to 95%. Was the connection between the Tribunal and the Federal Institute for Transparency by gathering and uploading the information at the Transparency Platform, according to the new Act of Transparency. Elaborated new forms of analysis of data in the area for accountability.

### **Procter & Gamble Co.**

*Ciudad de México / Villahermosa.*

- *Operations Manager at Customer Business Development (CBD).*

Ene 2015 – Jun 2016

- Procter in Mexico has more than 65 years in the Mexican market and today is one of the 5 most important operations globally. The business in Mexico attends more than 90 million people and has more than 10 billion-dollar brands. The company added

an operations region due to low sales and needed a manager. It was the first time a non-senior employee took the position of Operations Manager.

- The task consisted on leading a team of more than 300 people, including 10 sales representatives in 4 states of southern Mexico; being responsible for training and facilitating strategies to my sales execution team to achieve a monthly target of 100 MDP; administering the entire portfolio for the company (more than 2,000 SKUs) for the modern retail channel and the traditional channel.
- Main actions where analyzing data, personal management and negotiation with top clients.
- The result was the increase of sales in the region by 5% compared with previous year, through growing of KPI's such as: Share of Shelf, Share of Display and reducing out of stocks. Developed strong negotiation, leadership and communication skills.
- *Customer Business Development Analyst.* Apr 2014 – Ene 2015
- Project manager for 2 top clients that where lagging in KPI's and sales.
- Was in charge of executing the field strategy for those 2 clients and represented a link between planning and execution teams through weekly tracking.
- Managed to increase the Share of Shelf and Share of Display of the portfolio in more than 200 stores in the country and impacted multi categories sales. In this position I developed analytical and computing skills.

#### EXTRACURRICULAR INFORMATION

- ***Global Community Development Program.*** Taipei, Taiwan. 2013
- International program which aim is to develop skills and raise conscience on the country's society.
- Co-created a splendid summer camp at the National Taipei University (NTPU)
- As facilitator of the Camp, leaded children, aged from 15 to 18, to create an impact in their careers and challenging their perspectives of the world's issues.
- Proactively designed sessions on social issues, management skills and cultural topics, with excellent results.
- ***Global Community Development Program.*** Cluj-Napoca, Romania. 2011
- Designed and delivered trainings for high-school pupils on English skills; help them develop interpersonal skills and raise awareness about their future opportunities and their career paths.
- Had the opportunity to improve management skills by coordinating the teams. This was a great opportunity to explore the culture of Romania and interact with trainees from other countries
- One-year volunteer with margined children with the program "PERAJ-ITAM", México, D. F. 2012-2013.
- PERAJ is a national program where volunteers adopt a kid by being their tutor, supporting and motivating them to achieve their maximum potential.
- The program consisted on preparing sessions on different topics and activities for weekly meetings with the kids.
- Prepared different sessions about math, music, sports and cultural activities that enriched the formation of them.
- Improved the general culture, studying habits and their horizons.
- Six-month volunteer delivering math, English and music courses to children. Tuxtla Gutiérrez, Chiapas. 2008

#### ADDITIONAL INFORMATION

- Received the '19 Youth Award "Premio a la Juventud 'Javier Ruiz Bonifaz' 2019" at San Cristobal from the Rotary Club.
- Native Spanish, fluent in English, proficient in French (DELF B1), basic German.
- Trinity College London 5th grade of Music and ABRSM (Associated Board of the Royal Schools of Music) 8th grade of Piano. This certification consisted on theory, scales and arpeggios, aural tests and three pieces from different styles and composers (classic, baroque, and romantic).
- Sports enthusiastic: Played for a local team during my stay in France; enjoy travelling, have been in more than 20 countries; enjoy a lot learning about new cultures and trying new challenges.