

# LUCIA MORALES

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## EXECUTIVE SUMMARY

Senior product management leader with 12+ years of experience driving digital transformation and business growth. Proven track record of leading high-performance teams, implementing strategic initiatives, and delivering solutions that generate measurable ROI across global markets.

## CORE COMPETENCIES

Strategic Leadership	Team Management	Digital Transformation
UX/UI Design	Wireframing	Process Optimization
Stakeholder Management	P&L Responsibility	Change Management

## PROFESSIONAL EXPERIENCE

**Product Manager**  
**Advisory Services Inc** | 2012 - Present

- Spearheaded enterprise-wide product management transformation initiatives impacting 1375+ employees
- Delivered \$1M+ in annual revenue growth through strategic ux/ui design implementations
- Built and led global teams of 45 professionals across 8 countries
- Reduced operational costs by 31% while improving service quality and customer satisfaction

## EDUCATION & CERTIFICATIONS

**MS in Economics** | MIT Sloan | 2009  
**Bachelor of Science in Economics** | MIT Sloan | 2007

- Professional Certifications:**
- Executive Leadership Program
  - Strategic Management Certificate