Willem Hartog Urreta

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EDUCATION

Georgetown University, McDonough School of Business   **Washington, DC**
- Master of Science in Management | Merit Scholar | MiM Student Ambassador | **GPA: 3.7/4.0**   *May 2025*

Georgia Institute of Technology   **Atlanta, GA**
- Bachelor of Science in Industrial Engineering | **GPA: 3.8/4.0**   *May 2021*

WORK EXPERIENCE

EY-Parthenon   **Washington, DC**
Deal Technology Senior Associate   *July 2021-July 2024*
- Led a workstream, conducting synergy and investment analyses for a $5B Healthcare spin-off of an F50 company, allowing for the successful and on-budget migration of 300+ network sites
- Implemented agile program management and developed business cases for a $320M digital infrastructure transformation project for a $67B defense contractor
- Managed a team of developers and third-party external development teams for 6 months, to launch bi-weekly Web & Mobile App releases, increasing the number of active users and conversion rates by 35%
- Performed a one-time and standalone cost analysis across 50+ countries and 6,000 employees identifying $1.5M potential cost savings
- Designed an IT organization operating model that resulted in the hiring of ~40 FTEs to support the carve out of a $1.3B business unit for an international manufacturing company
- Developed an IT integration plan for a technology-powered primary care organization by monitoring major IT systems and refining current & future state Op Models allowing a successful go-live deployment for 10+ applications

Papaya (formerly Exporta Technologies) – B2B Platform for buyers and suppliers   **Atlanta, GA(Remote)**
Data Analyst Part Time Intern   *February 2021-April 2021*
- Automated a process in the CRM platform to streamline the data collection process by reducing 30% of work time
- Improved the supplier onboarding experience by consolidating the process of uploading products to the platform

Visa   **Foster City, CA(Remote)**
Project Management Intern   *May 2020-July 2020*
- Built a winning prototype in a hackathon leveraging Visa's APIs to help governments adjust to COVID-19 disruptions
- Proposed an innovative payment solution for SMEs with the potential of increasing digital commerce in Colombia by 40%

Georgia Tech Industrial Engineering Department   **Atlanta, GA**
Undergraduate Teacher Assistant for Basic Statistical Methods   *August 2020-December 2020*
- Conducted review sessions, held weekly office hours, created solutions for homework and graded student submissions

LEADERSHIP

EYP Deal Tech Leadership Engine   **Washington, DC**
Co-Founding Member/Lead   *November 2021-July 2024*
- Rolled out an LE Mentorship Program which included +150 pairings for a mentor-mentee relationship
- Facilitated trainings and launched programs to drive community relationships and establish connections

Deal Tech Diversity & Inclusion   **Washington, DC**
Office Ambassador   January *2022-July 2024*
- Organized in-person events and low spending event due to budget constraints for the program
- Composed, edited and published monthly D&I Newsletter for +350 DT members

Atlanta Department of Transportation Street Light Implementation Project   **Atlanta, GA**
Client Liaison   *August 2020-May 2021*
- Placed 1st for Capstone Project which focused on decreasing crashes and crimes by adding street lights in Atlanta resulting in a net social benefit of $36M
- Performed data analysis using K-means algorithm to cluster neighborhoods based-off socio-demographics to determine how increased lighting would impact crime/crash rates

SKILLS & INTERESTS

Technical: Python, SQL, Tableau, VBA, Power BI, R, Agile PM, CSS , Simio, Microsoft Office Suite, Google AI

Languages: English (Fluent), Spanish (Native), Dutch (Native), French (Proficient) and Portuguese (Basic)

Interests: Financial Technologies, Tennis, International Affairs, Sustainability

Other: Harvard Business School Virtual Experience, Goldman Sachs Undergraduate Camp, Brown University Econometrics Cert.