

## MAURICIO BARRERA

### EDUCATION

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**INSTITUTO TECNOLÓGICO AUTÓNOMO DE MÉXICO (ITAM)** – Mexico City, Mexico **2013-2017**  
**BSc – Actuarial Sciences**, *Full-Time Program, awarded scholarship of 80% tuition fee*  
Concentration in Insurance

### EXPERIENCE

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**BC STRATEGY** – Sydney, Australia **2019 – Current**  
*Boutique Strategy Consulting Firm*

**Consultant**

- BC Strategy delivers corporate strategy projects (three horizons, strategic planning, etc.) and Commercial Due Diligences, with a focus on Financial Services, Telco, and Education.

**BOSTON CONSULTING GROUP** – Mexico City, Mexico **2018 – 2019**

**Associate**

- Experience across several industries such as **Financial services, Technology, Media & Telecom, Oil & Gas** and **Retail**
- Functional expertise in Marketing, Sales & Pricing, Organizational Design, Data Analysis and Industry Research
  - Led execution team of successful digital personalization project in mayor TMT case
  - Built product hierarchy for 7600+ SKUs during TMT case and realized cost-margin analysis
  - Performed analysis of insurance market of LatAm country and growth projections
  - Researched and consolidated database of 100+ FinTech players
  - Analysis of O&G midstream & downstream industry in LatAm country

**BRIGHT EXCHANGE SAPI de CV** – Mexico City, Mexico **2015 – 2017**

*Mexican-American startup offering access to solar panels to domestic houses through subscription model*

**Growth Analyst**

- Develop, execute on and analyze internal growth projects according to specific OKRs
- Grew ambassador program from 200 students to more than 2000 in less than a year which resulted in 350 sold projects for the company.
- Created dashboard to keep track of overall ambassador program and its results
- Responsible of recruiting, training, giving follow up and promoting brand ambassadors

**Product Manager**

- Created Ambassador app MVP and business case that would lead the company to invest in a proper software engineer to develop a robust, integrated app
- Led consumer validation with ambassadors to prioritize app features' development and them communicate needs/functionality to software engineer

**Expert Ambassador**

- Junior Manager Position. Responsible for training teams of solar ambassadors and managing them to hit monthly goals. Led team of 8+ students into delivering weekly results to then present results and findings to the company

### ADDITIONAL

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- Level 1 of the CFA Program
- Native Spanish speaker, intermediate German (B1)
- Finalist at international soccer camp in Manchester, England; Avid hiker (Annapurna & Everest Base camp, Iztacchiuatl summit); Black belt in karate
- SSI Advanced Adventurer certification
- Volunteer service: Taught mathematics and personal empowerment in Hidalgo, Mexico; Homestay in Chitwan, Nepal
- Citizenship: Mexican