

MAURICIO BARRERA

EDUCATION

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

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

- Experience **advising client executive teams and senior management** across several industries with a **primary focus on financial services**
- Selected completed projects and achievements include:
 - **Financial Institutions – Transformation:** Scoped, co-managed and executed 10+ initiatives for the financial advice business unit of one of the biggest Australian financial services company. Areas covered include corporate strategy, growth, operations, pricing and people & organization
 - **Financial Institutions – Growth strategy:** Developed organic growth strategy for an Australian superannuation company; resulting in a potential to capture additional AUD \$300 M in FUM
 - **Financial Institutions – Market assessment:** Conducted market assessment for financial services player; identified market share, key competitors, unique differentiators and target customer groups to support the 2020 strategic plan.

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

- Experience across several industries such as **Financial Institutions, Technology, Media & Telecom, Oil & Gas** and **Retail**
- Functional expertise across **Marketing, Sales & Pricing, Organizational Design, Data Analysis and Operations**
- Selected completed project and achievements include:
 - **Media and Entertainment – Digital Strategy:** Supported an international movie theatre chain develop their 2-year digital strategy through from ideation to implementation. Areas covered included data infrastructure, digital omni-channel strategy, marketing & sales and ways of working
 - **Financial Institutions – M&A market scan:** Created database of 150+ fintech players in Mexico and ranked them based on attractiveness for one of Mexico's biggest banks who were looking to revamp their value proposition
 - **Energy and Environment – Procurement diagnostic:** Performed the diagnosis of Latin American company's supply chain management practices and introduced the Zero-Based Budgeting methodology to reduce costs
 - **Oil and Gas – Market report:** Created an industry report on the Mexican Oil & Gas downstream sector: identifying market size, key players, key drivers, trends and opportunities

BRIGHT EXCHANGE SAPI de CV– Mexico City, Mexico **2015 – 2017**
Mexican-American start-up offering access to solar panels to domestic houses through subscription model

Growth Analyst

- Developed, executed and analysed 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
- Responsible for recruitment, training and promoting brand ambassadors

Product Manager

- Created Ambassador app MVP and business case that resulted in company hiring a software engineer to develop the app
- Led consumer validation to prioritize app features' development and communicated needs/functionality to engineer

Expert Ambassador

- Responsible for training teams of solar ambassadors and managing them to hit monthly goals. Led team of 8+ students in delivering weekly results and presenting results and findings to the company

ADDITIONAL

- 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, Iztaccihuatl 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