

MARIA ALEJANDRA PEREZ BARROS

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PROFESSIONAL SUMMARY

Bilingual professional with robust technology commercialization background. Effective verbal and written communication, thriving in client-facing interactions and public speaking. Expertise in business development, product management and strategic planning. Meticulous approach for problem-solving, decision-making, and business risk mitigation.

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX **May 2024**
Master of Science in Technology Commercialization (Graduated with Honors, GPA: 3.97)

NORTHWESTERN UNIVERSITY, School of Professional Studies, Chicago, IL **August 2020**
Leadership Certificate

UNIVERSIDAD DEL NORTE, Barranquilla, Colombia **September 2015**
Bachelor of Science in Industrial Engineering (Graduated with Honors)

EXPERIENCE

EQUISOFT, Philadelphia, PA (Remote) **2021 – 2024**

Pre-Sales Consultant

- Accelerated the sales cycle of wealth and insurance software solutions for USA, Canada, LATAM, and Spanish markets by conducting client-facing presentations and product demonstrations in English and Spanish to all levels of personnel
- Designed and adapted each demonstration to meet specific clients' needs while communicating relevant messages based on proposed solutions and sales strategy
- Analyzed Proof of Concept (POC) requests and translated insurance product requirements into business and functional requirements for inclusion in demonstrations
- Managed and facilitated Request for Information (RFI) and Request for Proposal (RFP) responses
- Collaborated with the product team delivering feedback on features behavior and opportunities for enhancements
- Presented at the InsureTech Connect (ITC) 2023 conference in Las Vegas, delivering an overview of the digital transformation landscape in Latin America

MUNICH RE AUTOMATION SOLUTIONS, Chicago, IL **2018 – 2021**

Business Analyst

- Engaged with clients throughout software implementation and upgrade projects by conducting workshops to gather business requirements and scope of the project and propose solutions tailored to clients' needs
- Documented automated underwriting software's functional specifications and configured accordingly, supported deployments and tested system functionality to ensure alignment to specifications
- Trained clients on the software's functionality, supported inquiries and troubleshooted system issues

AXA PARTNERS US, Chicago, IL **2017 – 2018**

Junior Project Analyst

- Led new business implementations and coordinated the workforce to ensure timely deliverables for onboarding new clients and providing services agreed per contract, while documenting procedures and process flows
- Developed and executed testing plans for travel insurance e-commerce, managed platform's change requests, tracked site outages and identified root causes

ADDITIONAL

- **Computer Software:** Microsoft (Office, Power BI, Project, Visio), Tableau, Jira, Oracle Insurance Policy Administration (OIPA), and Allfinanz Product Suite
- **Languages:** English and Spanish
- **Work Eligibility:** Eligible to work in the United States with no restrictions