




## MAURICIO BOTERO JARAMILLO

Executive Leader in Digital, Data & Business Transformation | Multi-Country Operations

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 +57 (317) 404-6505 |  Medellín, Colombia | Open to Regional Relocation

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### PROFESSIONAL PROFILE

Senior technology and data executive with 30+ years of experience leading enterprise and regional transformation initiatives across healthcare and insurance industries. Extensive experience leading regional teams, managing large-scale technology investments, and delivering measurable business outcomes through technology-enabled growth and operational efficiency. Managing multi-country operations, budgets exceeding COP \$15B annually, and teams of 90+ professionals. Expertise in digital transformation, AI-driven value creation, IT governance, and enterprise modernization.

**Key Specialties:** Business Transformation | Digital & Data Strategy | Technology-Enabled Growth | Operational Efficiency | Customer Experience & CRM | Scalable Digital Platforms | Enterprise Governance | AI | IT Strategy & Roadmap | Regional & Multi-Country Leadership

### PROFESSIONAL EXPERIENCE

**GRUPO EMI** | Multinational Healthcare Sector, part of Falck Group (Danish Company)

**Director of Data & Analytics for LATAM** | *November 2023 - December 2025*

Built and led the Data & Analytics function across 5 countries, defining governance, architecture and AI-driven value generation. Managing a budget of COP \$2.000 Million

- Implemented enterprise data platform (Azure ecosystem) from scratch.
- Reduced reporting cycle time from 10 hours to <5 minutes in one case.
- Developed prescriptive analytics model predicting USD \$1M annual savings.
- Established regional Data Governance framework.
- Administrative leadership of RPA initiatives supporting process automation.

*Tech: Azure Data Factory | Databricks | Purview | Power BI | RPA.*

**Corporate IT Director for LATAM** | *April 2021 - October 2023*

Led end-to-end Technology strategy across 5 countries, managing COP \$15B annual budget and 50+ team members.

- Modernized infrastructure and main software platforms reducing technical debt (1,500+ devices replaced).
- Centralized LATAM IT governance model.
- Improved ticket resolution to 99% within 30 days.
- Migrated solutions to Azure and strengthened cybersecurity posture.
- Launched digital copayment solution generating COP \$1.5B annual revenue.
- Implemented agile methodologies and migrated critical solutions to Azure, defining cloud adoption strategy.

*Tech: Azure | IT Governance | Agile | Cybersecurity.*

**AVANZA AI** | AI & Analytics Consulting

**Partner and Manager** | *October 2018 - March 2021*

Co-founded AI & Advanced Analytics consulting firm, advising enterprises on data strategy and digital transformation.

- Built partnerships with Cloudera, Confluent and regional tech providers.
- Designed AI and analytics solutions for enterprise clients.
- Led business development and consulting projects.

**SURAMERICANA** | Multinational Insurance & Social Security | October 1991 - April 2018

**Suramericana Holding** | Revenue \$14.2 billion COP 2017 across 9 countries

**IT Planning Manager** | *November 2016 - April 2018*

Defined regional IT planning and governance standards across 9 countries.

- Designed enterprise IT and Data governance frameworks.
- Led RPA platform selection (UiPath) for healthcare automation.

- Standardized business process and project governance guidelines across subsidiaries.
- Developed RPA/RDA automation pilots with ROI >33% and 80%-time savings

*Tech: SAP ecosystem | RPA (UiPath) | IT Governance frameworks (COBIT) | Teradata*

**Seguros Sura Colombia** | *Insurance & Social Security with annual sales \$5.5 billion COP*

**IT Governance and Architecture Manager** | *May 2014 - November 2016*

*Led enterprise IT planning, governance, architecture and analytics strategy for insurance and social security operations.*

- Managed 95-person team plus vendors
- Implemented Master Data Management for 7M+ customers
- Developed predictive analytics models improving customer insight
- Deployed analytics for unstructured data enabling new decision-making
- Integrated IT contributions across LATAM subsidiaries
- Defined IT planning and governance for insurance and social security subsidiaries in Colombia

*Tech: IT Governance (COBIT) | Enterprise Architecture | MDM | Predictive Analytics*

**Information Management Manager** | *April 2012 - May 2014*

Led enterprise information governance for 700M+ documents.

- Achieved COP \$800M annual savings via Lean Six Sigma
- Implemented regulatory data compliance framework (Habeas Data)

**Marketing & Digital Leadership** | *July 2005 - April 2012*

Led digital, CRM and brand transformation initiatives across SURA operations. Managed COP \$20B marketing budget and 30-person team with over 350 external suppliers.

- Increased cross-selling to 2.4 products per client
- Positioned brand #1 in recall (67%) and favourability (14%)
- Automated sales and customer service channels (4.5M+ calls managed annually)
- Led corporate rebranding across 11 companies
- Implemented enterprise BI platform (single source of truth)

## EDUCATION

**Master of Science in Management of Technology**

*Vanderbilt University, USA | 2001*

Thesis: "ERP Implementation" | Fulbright Scholar | GPA: A

**Master's in business administration (MBA)**

*Universidad EAFIT, Medellín | 2002*

Thesis: "Internet Marketing"

**Advanced Studies in Management and Strategic Leadership**

*Universidad de los Andes, Medellín | 2015*

**Electronic Engineering**

*Universidad Pontificia Bolivariana, Medellín | 1992*

**Executive Education:**

- Driving Strategic Value from IT | *Kellogg School of Management, USA | 2012*
- Executive Diploma in Insurance Management | *INS FASECOLDA | 2008*

## OTHER PROFESSIONAL ACTIVITIES

- **Board of Directors:** Truher (2011-2013), Allus (2004-2008), Susalud (2002-2010), Seriauto (2004-2006)
- **Recognized in 2003 by Gerente Magazine** as one of the Top 100 Managers in Colombia
- **Director of "5 Sentidos" Magazine** (2006-2009)