

LUIS F. AYALA

CONTACT

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EDUCATION

Master in Finance
Universidad Rafael Landívar
1998-2000

BS in Computer Science
Universidad Francisco Marroquín
1990-1996

EXPERIENCE

Universidad del Valle

2018 - Present

International Marketing and Business Analytics Academic Coordinator

In charge of academic strategies and marketing of the program. The program aims to prepare professionals in marketing with a solid background in analytics.

Universidad Francisco Marroquín

2008 - 2018

Entrepreneurial Engineering and Computer Science Director

Developed both programs since their inception. In charge of overall academic and marketing strategy. Created a strategy called the "CIO and COO breakfast series", to link academia and industry. Developed the first "industry-academy" program in Guatemala that charges companies for projects developed by senior students. Professor of "Generating business value with IT" among other courses.

Komprenas

2015 - Present

Director - Strategy and Business Development

In charge of business development and strategic marketing consulting for b2b firms. My work focuses on translating technical knowledge for our customers into value propositions. Our goal as a company is to help our clients to communicate their business value by using user centered methods such as Design Thinking and Business Model Canvas.

Grupo financiero de Occidente

2006 - 2008

CIO and PMO Manager

CIO at Seguros de Occidente with 12 direct reports with planning and budgeting responsibilities. Managed outsourced resources. Led the SAP business one implementation at Grupo Agroindustrial de Occidente at the senior executive level.

SEGA Outsourcing Services

2003- 2006

Business Development Manager and CTO

Developed the offshore market for the software development company, driving sales in Ireland and USA.

Microsoft

1999 - 2002

Account Manager and Consultant (MCS)

Account manager for EPG accounts. Strategic consultant at Microsoft Consulting Services for the World Bank in Guatemala.

REFERENCES

Alvaro Celis
VP World Wide Field Sales OEM
Microsoft
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Pablo Leonardo
General Manager
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