LORENA DE LA FLOR

Inspiring growth through learning, leadership, and inclusion

EDUCATION

- Bachelor's in **Computer Science** *(Universidad Politécnica de Madrid)*

- Bachelor's in **Advertising, Marketing and Public Relationships** *(Universidad Oberta de Catalunya)*

- **MBA** in Internet Businesses *(Instituto de Estudios Bursátiles)*

- Master in **Multimedia Education**: pedagogic design for online learning *(Barcelona University).*

LANGUAGES & CERTIFICATIONS

- **Spanish** - Native.

- **English** - C2 *(Cert. in Proficiency English - Cambridge)*

- **AWS** - Solution Architect Associate

- **PMP** - Project Mgmt Professional *(PMI)*

HIGHLIGTHS

- **Solid technical experience and expertise**: Extensive experience in leading technical teams and working with cutting-edge technologies.

- **Interdisciplinary background:** Strong academic foundation in Computer Science, Marketing, and Psychology, bringing a well-rounded approach to teaching and understanding market applications of technology.

- **Exceptional communication skills:** Expertise in simplifying complex ideas, with experience as keynote speaker, content creator, and business writer.

- **Experience in multinational environments**: Comfortable working with diverse teams and clients across different cultures, bringing a global perspective to the classroom.

- **Passion for learning and innovation:** A continuous learner with a curiosity-driven approach to new topics, always staying updated with the latest trends.

WORK EXPERIENCE

A highly creative professional with a strong technical background and a marketing mindset, dedicated to helping enterprises leverage technology to drive business efficiency and innovation.

2023 – 2024   Psychology student at Universidad Complutense Madrid

2020 – 2023   AWS. Head of Solutions Architecture Iberia

- Technical Leader for Iberia (ES, PT), leading a team of 50+ talented Solutions Architects who guide customers through their innovation and digital transformation journeys using AWS services and partner solutions.
- Industry Specialist Solutions Architect Manager, focused on Retail, CPG, and Travel & Hospitality industries.
- Strategic business support to key accounts, including large enterprises, partnerships, and greenfield companies, with an industry-focused, consultative approach.
- Experienced keynote speaker, content creator, mentor, and Inclusion, Diversity, and Equity (ID&E) ambassador.

2011 – 2020   Telefonica Digital. Global Head of Cloud SaaS.

- Global SaaS B2B Leader managing a team of 30+ professionals (technical and non-technical) across Europe and LatAm. Responsibilities included product management, BSS/OSS system integration, GTM strategy, and online channel optimization.
- Developed and executed Go-to-Market (GTM) strategies for Cloud services (IaaS and SaaS) tailored to specific industries, alongside channel and marketing strategy management.
- Conducted market research and analysis, defined strategic priorities, and crafted value propositions. Established strong relationships with analysts to enhance market positioning.
- Managed budget with accountability for achieving business targets.

2003 – 2011   Telefonica Soluciones. Senior Pre-Sales Consultant.

- Digital Transformation Consultant for large enterprises, managing commercial pipelines across various industries.
- Oversaw e-learning product and program management, including commercial pre-sales for web and e-learning projects.

2001 – 2003   Altran Technologies. Online Projects Consultant.

Pre-sales and Project Manager for online development (web) projects.

1999 – 2001   SCLV. Programmer Analyst (Software Development).

Designed and developed software for record-keeping, compensation, and liquidation in stock exchange markets across Spain and Latin America.

1997 – 1999   Internships.

Universidad Politécnica de Madrid: Developed an AI/ML-based expert system to teach sign language to children with hearing disabilities for CEAPAT, including a related paper publication.

Hewlett Packard: SAP installation and configuration. ABAP/4 development.