Horacio Guillermo Luna mobile: 15-3349-6178; e-mail: hl31435@gmail.com

Experienced Information Systems professional possessing broad exposure to service sectors. Ability to assess current needs and project future requirements to accommodate for growth and expansion. Creative and innovative with keen sense for budgetary considerations. Successful in areas of consulting, information systems development and establishment of gradual upgrading/integration projects without jeopardizing day-to-day operations.

Education

University of El Salvador Buenos Aires, Argentina – Jointly– **University of New York at Albany**, NY, USA
MBA – MIS (Management Information System)

University of Moron, Buenos Aires, Argentina
Bachelor Degree – Information Technology

University of Moron, Buenos Aires, Argentina
System Analyst.

University of San Andres, Buenos Aires, Argentina
Management in Digital Business-Mind, Executive Education.

Languages

Spanish: native.
English: reading, speaking and writing competences.
G-TELP . General Tests of English Language Proficiency.
International testing – San Diego State University.

Relevant Experience

Santander Rio, Buenos Aires, Argentina **April 2017 – Present**

Digital Transformation Onboarding Head March 2019 - Present

- Responsible for onboarding digital transformation program.
  Key referent liason working in continuous collaboration with business.
  Roadmap definition, business case analysis of each project, prioritization, budget management.

Main Projects

- Customer Journeys.
- Digital Onboarding.
- Biometric Signature.
- Facial Recognition.
- Fingerprint Verification.

Digital Transformation Tech Manager April 2017 – March 2019

- Responsible for digital transformation and innovation portfolio and program including more than 50 projects.
  Key referent liason working in continuous collaboration with business.
  Key objectives, reduce time to market, increase software quality, more user centric.

- Implementation Roadmap: Design thinking session, main milestones, platform adoption, new processes, new roles.

- Teams Roadmap: Expected evolution in number of teams and scale , managing multidisciplinary teams.

- Long term budget definition P21.

- Super Digital Fintech (Digital Account), startup process and creation, business model, business case , legal and regulatory constraints, non-banking financial institution.

Main Projects

- Superdigital, virtual account and card.
- International payments using blockchain.
- Digital Platform.
- Digital Onboarding for Mortgage Loans.
- Digital Onboarding for Accounts.
- Digital Onboarding for Autoloans.
- Work Café.
- Digital Branches.
- Claims Management.
- Machine Learning (Watson).

Citibank, N.A., Buenos Aires, Argentina **July 1998 – March 2017**

Vice President. (Regional Tech Development Center) January 2014 – March 2017

- Responsible for projects and development on Open Systems area. Java, J2EE, .NET, 3rd Parties Applications. Web, Mobile, Internet.
- Implementation of Web and Core applications ,Trade, Treasury, Sales, Insurance, Credit Risk, Cards.
- Customer relationship management (CRM)
- Sales Force Automation ,Product sales through the Internet, Credit verification both against company policies as well as through credit agencies, and Campaign management.
- Lending process , Sales process , Credit Initiation Process and connection whit thirds parties (Insurance company, Real Estate company , Notary) through internet.
- Insurance Sale System.
- Treasury and operations to upload documentation from external companies through internet.
- Digital Channels.

Assistant Vice President. *(Regional Tech Development Center)* November 2007 – January 2014
Manager. *(Regional Tech Development Center)* July 2004 – November 2007
Assistant Manager. *(Local Tech Development Center)* June 2003 – July 2004
Project Leader. *(Local Tech Development Center)* November 2000 – June 2003
Lead Analyst. *(Local Tech Development Center)* July 1998 – November 2000

Citibank, Fort Lauderdale, USA. **January 2002 – April 2002**
ILP-International Leadership Program

Capabilities

- People - Oriented.
- Fincon and Planning.
- Resource administration and budget control.
- Contractors Negotiation.
- Build complex development team.
- Responsible for regional teams and applications.
- Systems and Process Implementation as Sr Project Manager / Director Project Manager.
- Big & Complex Project Implementation.
- Implementation of Web and Core applications ,Trade, Treasury, Sales, Insurance, Credit Risk, Cards,
- Digital Channels, Customer relationship management (CRM).
- Technical Background, Java, J2EE, AS/400, RPG/RPGILE, Agile methodology.
- Digital Transformation.
- Blockchain.

Additional Experience

Garovaglio & Zorraquin S.A. **1995 - 1998**
•Analyst – Programmer

Free-Lance **1992 – 1995**

•Analyst – Programmer

Seminars, Conferences and Learning courses

- Global Pay Blockchain-Ripple (London)
- Agile-Coaching Leadership (Liqueed)
- Ethics and Leadership (Citibank).
- Mentoring for Emerging Leaders (Citibank).
- PMI-Project Management. (PMC College).
- Interpersonal Skills Program. (Meller Consulting).
- Mutual Influence is an Art. (MAPA Consulting).
- Ontological Coaching. (IdeAction).
- Negotiation. (IdeAction).
- Leadership. (IdeAction).
- FinTech -innovation in financial services.
- Capability Maturity Model (CMM).
- Coaching for results (Citibank).
- New Hire Orientation & Respect at Work
- Training.(CITIBANK FT. Lauderdale).
- Project Management (Kepner Tregoe, Citibank FT.Lauderdale).
- Finding your Calling (Citibank FT.Lauderdale).