

JUAN JOSÉ BUENAHORA ROJAS

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EDUCATION

THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

Master of Business Administration

2024-2026

- Awarded merit-based Latin American Board Fellowship covering ~30% of tuition.
- Clubs: PE/VC, Real Estate, Latin America Investment, ETA, Fintech, Entrepreneurship, Latin American A., Soccer and Tennis.

UNIVERSIDAD DE LOS ANDES

Bogota, Colombia

Bachelor of Industrial Engineering

2015-2020

- Minors in Business Law and in Organizational IT: Strategic Management of Information.
- Awarded performance-based Roberto Roca scholarship among all engineering students with financial aid (~2,200 students).
- Teaching Assistant for 2.5 years helping +125 students/semester on programming and operations research classes.
- Won "National Case Competition", consulting case resolution competition among +120 students in Colombia.

EXPERIENCE

BOSTON CONSULTING GROUP

Bogota, Colombia

Visiting Associate, Associate, Senior Associate & Consultant

2019-2024

- Crafted product offerings and corporate client relationship blueprints to pioneer transition finance solutions amidst 2030 Net-zero strategy development for leasing bank in Colombia, leading to a significant ~\$122M increase in B2B portfolio.
- Redesigned operating model for physical distribution channels for leading Latam bank. Reduced in ~25% physical presence and secured +\$45M/year in net efficiencies. Coordinated +100 client headcount (incl. managers) to pilot it in +10 branches.
- Measured carbon footprint and developed roadmap for emission reduction actions with expected reduction of 50% in emissions by 2028 and reaching Net-Zero by 2050.
- Overhauled public/NGO agreement procedures, culminating in a ~25% reduction in paperwork and man-hours for Colombia's premier oil and gas organization. Led client Agile team (~10 members) to identify and implement process improvements.
- Streamlined 4 of 9 critical procedures for biggest Colombian upstream oil company post comprehensive internal overhaul.
- Developed and launched a comprehensive process and digital tool to optimize product channel mix for leading consumer goods producer in Peru. Implemented in two categories with a significant ~\$2M/year in revenue increase.
- Coordinated organizational restructuring of 2 major vice-presidencies in 4 countries for leading Telco entity in Latin America, realizing savings of ~\$24M/year. Cited by team leadership for highest level stakeholder management.
- Analyzed cost-to-care structure, conceptualizing initiatives to optimize operations. Delivered initiatives projected to yield \$14-16M/yr in savings. Guided 7 Vice-presidents and +15 managers in identification and implementation of efficiencies.
- Fast-tracked to Consultant role within 6 months, surpassing standard 12-month trajectory, due to high performance.

TREINTA Y SIETE GRADOS - ACQUIRED

Bogota, Colombia

Clothing and bags brand built to offer clients top-quality, useful, versatile, and colorful clothes and bags at accessible prices.

Co-Founder

2020-2024

- Co-designed strategy, brand, and products, growing revenue from 0 to +\$80k (~100% CAGR) in +4 countries.
- Acquired by a colombian group at 12x Return On Investment.

BOSTON CONSULTING GROUP EXTERNSHIP/ VELEZREYES+ (NGO)

Remote Latam

Philanthropy fund founded by David Velez (Nubank's founder) and Mariel Reyes to eradicate inequality in Latam

Associate

2023

- Conceptualized and built Portfolio Support Strategy to offer non-financial support to +20 grantees/investees.
- Designed and launched a higher Ed CS scholarship program and a career accelerator benefiting +120 low-income students.
- Evaluated and voted for +10 education-related investments during Investment Committees.

ADDITIONAL INFORMATION

- Volunteering: Futbol Pazifico (Advisor): help kids access education, Acción Interna (Mentor): help ex-convicts reenter society.
- Entrepreneurship: Co-founded and currently operate Al Fondo Inv., fund with ~\$50k AUM in SME loans and equity.
- Interests: Soccer (competitive until 22 y.o.), Tennis (Rafael Nadal), F1 (Max Verstappen), Reading (Personal growth).