



LEON DARIO PARRA BERNAL

ASSOCIATE PROFESSOR

Profile

I am a passionate advocate for continuous organizational transformation that addresses the new challenges of society and the global economy. As Chief Growth Officer in my company and Director of the Entrepreneurship Research Group, I lead business intelligence, data analytics, cybersecurity, market scaling, and regional development projects. My background covers diverse sectors, including academia, public sector, and corporate consultancy, fostering adaptability and critical thinking. Proficient in programming, statistics, risk management, and agile methodologies.

Employment History

Member of the technical advisory board of National Statistics System, Colombia, DANE, National Statistics System - DANE, Bogotá

JUNE 2020 – PRESENT

I advise the National Statistical System (NSS) in the Technology Modernization Board. I have led and coached the implementation of projects such as:

- Design and evaluation of Interoperability and cybersecurity platforms for the Public Sector.
- National Statistics Plan for Colombia 2020-2022; 2023-2025.
- Guidelines for Implementing Data Science Projects.
- Review and evaluation of the guidelines for big data and cybersecurity Projects.

Principal Cofounder and Chief Growth Officer (CGO), BIDEM Co, Bogotá

MARCH 2016 – PRESENT

I lead the planning of growth and corporate strategies using competitive intelligence for LATAM region. Main Achievements:

- Successfully implemented over 20 consultancy projects in big data and cybersecurity with 100% success.
- 300% of growth in sales and new projects executed in LATAM region over the Last 5 Years.
- Positioning the company in consulting services and strengthening Data Analytics and cybersecurity capabilities for SMEs at LATAM region.

Director of Entrepreneurship Research Group and Associate Professor, Universidad EAN, Bogotá

OCTOBER 2010 – PRESENT

Since 2016, I have been the director of the entrepreneurship research group, from which I have led and implemented several projects with the next achievements:

- Over \$ 10 million dollars managed to fund of R&D projects with external resources.
- Over \$ 2 million dollars in funding was raised to execute R&D projects in the last 10 years.
- 5 international networks for research projects.
- Successfully implemented over 15 research projects in entrepreneurship and big data with 100% success.
- More than 20 top-tier research products published in top journals.

Project Manager and Technical Advisor, Global Entrepreneurship Research Association (GERA), London

JUNE 2016 – MARCH 2017

I was project manager and technical advisor for The Global Entrepreneurship Monitor (GEM) Big Data Project Worldwide. Main responsibilities and achievements:

- Lead the project management.
- Lead the design and implementation of the big data platform for GEM data sources.

Details

Bogotá
Colombia
573203409670
leondariop7806@gmail.com

Links

[Bidem Co](#)
[Scopus ID](#)
[Scholar](#)
[ORCID](#)

Skills

Agile Project Management
Leadership and Teamwork
IT Consultancy
Agile Methodologies
Data Analytics
Statistics
Critical thinking and problem solving
Teaching and Research
Risk Management
Programming
Big Data
Ethical Hacking
Cybersecurity

Languages

English
Spanish

- Integrate the GEM data sources with unstructured data from social media.
- Select and evaluate the performance of technological providers.
- Provide technical advice in big data, data analytics and risk management to GERA Board.

Project Manager , Join Venture EAN University / UNIORTE / PC smart / Microsoft , Bogotá

FEBRUARY 2015 – JUNE 2016

As Project Manager, I led the formulation of the Business Plan for the implementation of the Center of Excellence in Big Data and Data Analytics (CEA) in Colombia. This initiative was undertaken for a public tender issued by Colciencias and the Ministry of ICT in Colombia.

I managed a team of 50 individuals from 10 institutions within the consortium. Our objective was to develop a comprehensive business plan and prepare the presentation for the public bidding process. Through this collaborative effort, the consortium was successfully shortlisted as one of the top three finalists selected by Colciencias and the Ministry of ICT.

Research Fellowship, Universidad Mayor de San Andrés, La Paz

FEBRUARY 2009 – JUNE 2010

As doctoral fellow, I studied informal entrepreneurship and SMEs of Bolivian economy. This allows me to improve my hard skills related to data analysis (quantitative and qualitative) and soft skills oriented to interpersonal relationships with vulnerable communities.

Academic Coordinator of Master's Degree in Comparative Public Policy, FLACSO - México, Mexico City

AUGUST 2005 – AUGUST 2007

As academic coordinator of the Master, I had the challenge of create a new curriculum for the master as well as opening a new market segments in the public sector for this program in Mexico. At the same time, I lead the teamwork of professors for two years.

Achievements:

- Diversify the market segments of the Master in México.
- Develop a curriculum oriented toward policy-makers.
- Increase the number of students by 50% in 2 years.

Senior Advisor of Economics and Public Policy, Congress of Colombia Republic, Bogotá

FEBRUARY 2002 – JULY 2003

I advised the representative to the Chamber of Deputies for Bogota, Francisco Pareja Gonzales, in the drafting of legislative bills in the economic and social areas, as well as to review and evaluate the projects presented by the government and parliamentarians in the Chamber of Deputies.

Education

Certified Ethical Hacker, EC Council, Albuquerque

JANUARY 2025

In Progress

Master's degree in Population Studies and Demography , Facultad Latinoamericana de Ciencias Sociales, FLACSO - México , Mexico City

AUGUST 2003 – JULY 2005

Thesis with Magna Cum Laude.

Expert in NGO and Project Management, Complutense University , Madrid

JANUARY 2001 – NOVEMBER 2001

Graduated with Excellent Academic Average.

Bachelor in Economics , La Gran Colombia University, Bogotá

JUNE 1995 – JUNE 2000

Graduated with Excellent Academic Average.