

LEÓN DARÍO PARRA BERNAL

MANAGER COLOMBIA | MANAGING DIRECTOR — ENTERPRISE IT & DIGITAL TRANSFORMATION

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EXECUTIVE SUMMARY

Senior Executive with 20 years of experience driving business unit expansion, P&L management, B2B enterprise IT Projects, and large-scale digital transformation across Latin America. Proven track record leading multi-disciplinary IT practices in Cloud Modernization, Big Data Analytics, and Enterprise Cyber Resilience (ISO 27001 / NIST). Successfully managed over \$12M USD in technology funding and capital initiatives, driving 300% YoY growth in B2B consulting revenues and directing cross-functional teams of 50+ professionals alongside global technology leaders such as Microsoft and AWS. Specialized in C-suite relationship management, public sector IT modernization (GovTech), and complex public-private alliance building.

CORE COMPETENCIES & ENTERPRISE TECH STACK

Executive & Country Leadership	P&L Management, Country Operations, B2B Enterprise Strategy, Go-to-Market (GTM), C-Suite Relationship Management
Digital Transformation & Data	Cloud Analytics Modernization (AWS/Azure), Big Data Architecture, Enterprise BI, Predictive Analytics, AI Adoption
Cybersecurity & Governance	Enterprise Risk Management, ISO 27001, NIST Framework, Information Security Governance, Certified Ethical Hacker (CEH in prep.)
Delivery & Methodologies	Managed Services SLAs, ITIL Alignment, Agile Project Management, Scrum, Complex Public Tenders & GovTech Contracting

EXECUTIVE EXPERIENCE & MEASURABLE BUSINESS IMPACT

Principal Co-Founder & Chief Growth Officer (CGO) | BIDE M Co. | Bogotá, Colombia (03/2016 – Present)

Executive P&L responsibility, regional commercial scaling, and B2B technology consulting practice leadership across LATAM.

- Accelerated** regional sales revenues by 300% over the last 5 years through competitive intelligence, enterprise account acquisition, and structured B2B go-to-market strategies.
- Directed** over 20 large-scale enterprise consulting engagements in Big Data, Cloud Integration, and Cybersecurity with a 100% SLA fulfillment rate, positioning the company as a key technology partner in Latin America.
- Expanded** key enterprise accounts across the financial and corporate sectors, driving Average Customer Lifetime Value (LTV) through recurring Managed Services in predictive analytics and IT risk mitigation.
- Formulated** strategic technology alliances with global cloud and data ecosystem leaders including AWS and Tableau to deliver end-to-end digital transformation solutions.

Senior Advisor — Technology Modernization & Data Governance | National Administrative Department of Statistics (DANE) | Bogotá, Colombia (06/2020 – Present)

High-level institutional advisory on the Technology Modernization Board for the National Statistical System (SEN).

- Co-designed** national technology and regulatory frameworks for the National Statistical Plan (PEN 2020-2025), modernizing public data infrastructure in alignment with OECD standards.
- Evaluated** state-level Interoperability and Cybersecurity architectures, ensuring enterprise-grade data protection and system resilience for critical government information assets.
- Formulated** national policy guidelines for Big Data and Data Science project execution across public sector entities.

Project Director & Tech Consortium Leader | Joint Venture EAN University / UNINORTE / PC Smart / Microsoft (02/2015 – 06/2016)

Leadership of a 10-organization public-private consortium for the creation of the Big Data & Analytics Center of Excellence (CEA).

- **Authored** and executed the comprehensive Business Plan for the Center of Excellence in Big Data (CEA), directing a cross-functional team of 50 senior professionals across corporate, academic, and government stakeholders.
- **Positioned** the consortium among the top 3 national finalists in the public bidding process hosted by Colciencias and the Ministry of ICT, securing technical and commercial endorsement.

Global Data Project Director & Technical Advisor | Global Entrepreneurship Research Association (GERA) | London, UK (06/2016 – 03/2017)

Global technology leadership for the GEM worldwide data platform architecture.

- **Designed** and deployed the global Big Data platform integrating structured and unstructured data streams across 60+ countries.
- **Evaluated** and managed global technology vendors, optimizing operational budgets while enforcing strict ISO information security and compliance standards.

EDUCATION & ENTERPRISE CERTIFICATIONS

Certified Ethical Hacker (CEH v12) | EC-Council (In Progress 2025) — Focus on Enterprise Cyber Resilience and Security Governance

Doctoral Researcher / Doctoral Fellow | Universidad Mayor de San Andrés (2009 – 2010) — Applied Economics and Advanced Quantitative Methods

Master's Degree in Population Studies and Demography | FLACSO Mexico (2003 – 2005) — Graduated Magna Cum Laude

Expert in NGO and Project Management | Universidad Complutense de Madrid (2001) — Graduated with Academic Excellence

Bachelor's Degree in Economics | Universidad La Gran Colombia (1995 – 2000) — Graduated with Honors