



CAMILA HURTADO

www.camila-digital.com

PERSONAL

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- 📍 Amsterdam, The Netherlands
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EDUCATION

- (2020 - 2021) **VRIJE UNIVERSITEIT AMSTERDAM**
MSc. Digital Business and Innovation
- (2013 - 2018) **CALDAS UNIVERSITY**
Master in Design and Interactive Creation
Graduated with honors
- (2007 - 2013) **CALDAS UNIVERSITY**
Bachelor in Visual Design
Specialized in Digital Design

CERTIFICATIONS

- (2023) **SCRUM.ORG**
Professional Scrum Master (PSM I)
- (2020) **MIT - MASSACHUSETTS INSTITUTE OF TECHNOLOGY**
Leading Digital Transformation Program
- (2020) **ERASMUS UNIVERSITY ROTTERDAM**
Course in Innovation Management
- (2016) **INTEL COLOMBIA**
Course in IoT (Internet of Things)

KEY EXPERTISE

- Innovation
- Service and Product Design
- Digital Transformation
- Customer Experience
- Design Thinking
- Agile Scrum

LANGUAGES

- SPANISH** Native
- ENGLISH** Fluent
- DUTCH** Beginner

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PROFESSIONAL EXPERIENCE

- Jan. 2022 Present **DIGITAL TRANSFORMATION CONSULTANT** (Amsterdam, The Netherlands)
Deloitte
Designing and developing innovative digital products and services in collaboration with cross-functional teams (tech, business, product). Supporting leading organisations on large-scale digital transformation programs with agility and a human-centered approach.
 - Core team member of Deloitte's Digital Transformation office offering, helping clients accelerate their digital transformation journey from strategy to implementation.
 - Co-leading Deloitte Impact Foundation's Opportunity School, supporting highly skilled refugees to integrate into the European labour market.
- Mar. 2021 Jul. 2021 **GRADUATE INTERN** (Amsterdam, The Netherlands)
ING
Conducted a master thesis research and executed a digital consultancy project at ING's innovation labs, where new digital products are developed and minimal viable companies are launched and further scaled.
 - Analyzing how Agile innovation teams work in a distributed environment
 - Providing advice and recommendations on how to improve ways of working
 - Presented the analysis and recommendations to (senior) executives from different departments and delivered an in-depth report.
- Feb. 2013 Nov. 2017 **INNOVATION LAB COORDINATOR (ViveLab)** (Manizales, Colombia)
Colombian Ministry of ICT & Caldas University
Led a multidisciplinary team of 7+ people, reaching 3800 entrepreneurs and accelerating 25+ startups.
 - Guiding a team that defines, prototypes and delivers innovative digital solutions and initiatives
 - Executing 10+ pilot projects and 20+ prototypes
 - Fostering collaboration between government, corporates and startups
 - Co-organizing hackathons and design challenges
 - Drawing a training plan for startups on design, technology and innovative ways of working to accelerate inclusive technology adoption
 - Investigating new innovative technology trends.
- June. 2014 Oct. 2017 **DIGITAL PRODUCT LEAD** (Manizales, Colombia)
Caldas University & ClusterLab
Led a multidisciplinary team responsible for designing, developing and launching the digital platform ClusterLab.
 - Organizing workshops to gain users' insights and co-creation sessions to define the platform's key features
 - Defining the product roadmap
 - Designing the platform's customer experience
 - Creating user journeys and personas, information architecture, and wireframing.

ACHIEVEMENTS

- Present 2019 Member of the **Global Shapers**, a global community of 7000+ young leaders supported by the **World Economic Forum** with presence in 171 countries working together to address local, regional and global challenges
- 2018 Chosen by the World Economic Forum to participate as a representative from Colombia in the foremost **global summit on innovation, science and technology** Annual Meeting of the New Champions in Tianjin, China
- 2018 Elected by the World Economic Forum as a **Cultural Leader** in a worldwide group of 200+ artists, academics, designers .
- 2014 The subject of my thesis has become an **investment objective** in **Colombian government policy**