

**ISIDORA ROLLAN ZEGERS**  
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## SUMMARY

Degree in Commercial Engineering from Pontificia Universidad Católica de Chile, with experience in banking, finance, consult and digital development and professional interest in developing a career in digital development, tech and sustainability in the public sector, digital consultant and circular economy projects.

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## EDUCATION

2011-2015 **Pontificia Universidad Católica, Chile**  
*Commercial Engineer with mention of Business and Administration*  
*Economics, Accountability, Marketing, Finance*

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## TEACHING, INVESTIGATION, PUBLICATIONS

2013 **Accounting I Teacher Assistant**  
*For semester I and II of that year*

2012-2013 **Accounting II Teacher Assistant**  
*For semester II 2012 and semester I 2013*

2013 **Econometrics I Teacher Assistant**  
*For semester II 2013*

2015 **Finance II Teacher Assistant**  
*For semester II 2015*

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## VOLUNTEERING

2020-Ongoing **Eddu te Ayuda, Chile**  
*Financial education speaker*  
Explain to participants different financial products, how to use them and how to avoid debts.

2014 **La Obra UC, Chile**  
*Head of Marketing*  
In charge of funding money for building houses in a vulnerable location of Chile.

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## WORK EXPERIENCE

2021/03-Ongoing **Falabella Financiero, Chile**  
**Business Analyst**

- Lead a group of developers to create a new experience in opening accounts in Banco Falabella Chile
- Create User Stories, prioritize developments, relationship with internal client, monitor funnel and result analysis
- Accomplished to duplicate digital account sales through Banco Falabella Chile digital experience App and Web and develop a new experience for new clients coming for a check account.

2020/04-2021/02 **Banco Falabella, Chile**  
**Head of Credit Card**

- Lead two Product Managers with the objective on increase new clients with CMR in a profitable way
- Responsible for sales of Credit Card (CMR Falabella), use of the card through subscriptions and profitability in terms of administracion cost vs benefits given to the client.
- In the context of COVID-19 the bank had to change their sales strategy. From sales in retail stores to sales in e-commerce selling from 4k up to 29k new credit cards per month through this channel.

2019/04-2020/03 **Banco Falabella, Chile**  
**Product Manager Digital Channel**

- Managing new development of App and Web of Banco Falabella and CMR Chile acting as a link between managers and developers.
- PMO of new digital developments, prioritize new requirements, validate new experiences with areas such as Risk, Fraud and Product.
- Accomplished to unify CMR and Banco Falabella in one App and Web as part of a major strategy for generating synergies between the two core business and simplify digital experience of over 500K clients that had both products.

2016/03-2018/01 **McKinsey & Company, Chile**  
**Business Analyst**

- Work in workstreams with one other BA, an associate and an EM to evaluate issues, develop strategies and implement recommendations.
- Development of digital strategy and then implementation of one of the main streams for this strategy, analysis for cost saving in a forestry, implementation of cost savings plan for an airway.

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**ADDITIONAL SKILLS**

**LANGUAGES**

Spanish: Native  
English, Advanced level  
*IELTS 7.5*  
*TOEFL IBT 104*

**SOFTWARE**

SQL, beginner.  
Excel, intermediate.  
Power Point, advanced.  
Jira, intermediate.  
Confluence, intermediate.  
SoapUI, intermediate.  
HTML, CSS, Javascript, beginner.

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**AWARDS AND ACHIEVEMENTS**

2016	Second place MountainBike Enduro Ninhue, Enduro 2 First place Enduro La Sexta San Fernando, Enduro 1
2019	Second place MTB O'Higgins Rengo, Enduro 2 Second place Enduro Kross Cup Curacaví, Enduro 2
2021	First place MTB O'Higgins Tipaume, Enduro 2

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**ADDITIONAL INTERESTS**

**Sports:** Enduro Mountainbike rider, member of a team (Riders League). Amateur competition  
Ski and ski teacher of children between 3 to 7 years old at Club Ski La Parva for 3 years, Certificate  
Vinyasa Yoga teacher.

**Art:** Painting, drawing and embroidery