

Strategy Consultant with over 20 years of experience in strategic planning, customer experience, business storytelling, and marketing.

I have worked with more than 75 companies across Colombia and Latin America in sectors such as technology, retail, construction, financial services, and consulting—leading the design and implementation of strategies that drive growth and transformation. I am also a speaker and specialist in user-centered design, critical thinking, and complex problem-solving.

CONTACT INFORMATION

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CORE SKILLS

Critical Thinking & Complex Problem

Solving: Skilled at analyzing scenarios from multiple perspectives to make evidence-based strategic decisions.

Strategic Facilitation: Experienced in guiding high-impact conversations, aligning leadership teams, and driving organizational change.

Active Listening & Customer

Orientation: Strong ability to deeply understand customer needs and translate them into effective business solutions.

Adaptability: Comfortable leading and collaborating within dynamic environments and diverse teams under change.

Continuous Learning: Always up-to-date with new technologies, methodologies, and business trends.

LANGUAGES

Spanish (Native)

English (Advanced reading/writing – Intermediate speaking)

PROFESSIONAL EXPERIENCE

Senior Business Strategist

IBIIKA

2006–Present

Medellín (Colombia)

Key Responsibilities:

- Strategic planning for growth acceleration, innovation, and competitive differentiation in retail, technology, construction, and manufacturing sectors.
- Business model redesign, integrating customer insights into commercial and operational execution.
- Qualitative and quantitative research focused on turning customer behavior into high-impact decisions.
- Business storytelling for aligning communication, brand purpose, and positioning.

Major Achievements:

1. Over USD \$25M increase in sales for a youth fashion retail brand.
2. USD \$3.5M in annual revenue generated from a new business model.
3. Helped position a packaging company among the top 20 most innovative companies in Colombia.
4. Achieved over 2000% sales growth for an e-commerce platform.

Selected Projects (2021–2025):

- NTT DATA Mexico (Tech/Consulting): Regional growth strategy for Latin America.
- Tennis (Retail/Fashion): Consumer research and strategic planning to drive competitiveness and sales.
- Conaltura (Construction): Growth and innovation strategy for the real estate sector.
- Home Elements (Retail/Home Tech): Behavioral research to optimize online/offline sales and loyalty.
- Colombian Golf Federation (Sports): Digital transformation and organizational redesign.
- Agua Bendita (Retail/Fashion): Customer behavior analysis for loyalty and sales improvement.
- Alico (Packaging): Innovation system and branding strategy for regional leadership.
- Ruta N (Innovation): Digital service portfolio design for Medellín's public library.
- IVOO Venezuela (Retail/Home Tech): E-commerce strategy and experience design for growth.
- Terpel (Fuel Retail): Experience enhancement and sales growth for Altoque stores.
- Grupo Réditos (Fintech): Fintech creation via strategic planning and user research.
- Tecnova (Innovation/Consulting): Strategic guidance for start-ups and spin-offs across Colombia.

Senior Business Manager & Strategist

Cacto Arte e Ideas

2003–2006

Mexico City

Key Achievements:

1. Improved CTA rates by 10–20% for CitiBanamex and Nissan Mexico.
2. Created the Data Mining division for CitiBanamex's Personal & Business Online Banking.
3. Implemented QA models and personalized offer systems for CitiBanamex Online Banking.
4. Designed the Migration Model and activation plan for digital banking services at CitiBanamex and Nissan Mexico.

EDUCATION

Universidad Pontificia Bolivariana, Medellín, Colombia

Bachelor's in Advertising (1993–1999)

Additional Training:

Courses and certifications in Marketing, Strategic Management, Innovation, Service & Product Design, Analytics, Digital Media, UX Research & UX Design.