

VICTOR MANUEL ZUNIGA

Business Technology & Enterprise Applications Leader

Technology Governance • Business Relationship Management • Digital Transformation

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EXECUTIVE PROFILE

Business Technology executive with 29 years of experience leading enterprise applications, technology governance and digital transformation across multinational consulting firms and corporate organizations. Proven track record aligning technology strategy with business priorities, strengthening operational performance and enabling sustainable business growth through executive leadership, governance and scalable technology execution. Combines strategic consulting expertise with hands-on operational leadership to deliver measurable business value.

EXECUTIVE IMPACT

29 years of executive and consulting experience	Direct report to Mexico General Manager & Global CTO
57 projects led as Senior Manager	30 projects led as Manager
305,000+ project hours managed	Teams of up to 46 professionals
130 business proposals developed	MXN \$180.6M in commercial opportunities
38 RPA automations implemented	4,450+ operational hours released annually
Selected executive achievements demonstrating leadership scale, operational impact and business contribution.	

CORE EXECUTIVE COMPETENCIES

Business Technology • Enterprise Applications • Technology Governance • Business Relationship Management • Digital Transformation • Technology Portfolio Management • IT Service Management (ITIL) • Executive Leadership • Strategic Planning • Operational Excellence • CAPEX & OPEX Management • Strategic Vendor Management • Risk Management • Change Management • Robotic Process Automation (RPA).

EXECUTIVE EXPERIENCE

GRUPO SANTILLANA MEXICO

Educational Technology Manager | Business Technology & Enterprise Applications | 2022 – 2026

Direct report to the Mexico General Manager with functional alignment to the Global Chief Technology Officer (CTO).

Selected Business Achievements:

- Led the nationwide operation of **19 enterprise applications and digital services** supporting Mexico's business operations, ensuring the continuity of mission-critical processes.
- Established an enterprise governance model for applications and digital services, strengthening continuity, incident, change, problem, risk and vendor management practices.
- Established a technology portfolio governance model integrating CAPEX/OPEX planning and Business Relationship Management, aligning technology execution with corporate strategy.
- Led Robotic Process Automation (RPA) initiatives, releasing more than **4,450 operational hours annually** while improving departmental efficiency.

Key Responsibilities & Contributions:

- Lead the nationwide operation of enterprise applications and digital services supporting Mexico's business operations.
- Manage the technology portfolio, CAPEX/OPEX budget, strategic vendors and operational continuity.
- Serve as the Business Relationship Manager between business units and Technology, ensuring strategic alignment and execution.

ACCENTURE

Senior Manager – Technology Consulting | 2001 – 2019

Promoted internally through successive leadership roles to Senior Manager.

Direct report to Client Managing Director, Technology Managing Director and Delivery Managing Director.

Selected Business Achievements

- Led **57 technology transformation projects** as **Senior Manager** and **30 additional projects** as **Manager**, overseeing approximately **137,000 and 168,000 delivery hours** respectively, leading teams of up to **46 professionals** while simultaneously directing up to **15 strategic initiatives**.
- Developed **130 business proposals**, contributing to approximately **MXN \$180.6 million** in commercial opportunities for leading financial institutions.
- Led the evolution of the practice's technology capabilities across **Microservices, APIs, Cloud, Mobile and Big Data**, strengthening its service portfolio and competitive market positioning.
- Established the delivery model for fixed-price projects, strengthening operational discipline, delivery predictability and project profitability.

Key Responsibilities & Contributions

- Lead large-scale technology transformation programs for leading financial institutions.
- Manage strategic client relationships, project portfolios and multidisciplinary delivery teams.
- Drive business development through commercial proposals, executive project governance and client engagement.

Selected Clients: BBVA México • Banorte • Santander • Banamex • Banco Azteca • COFETEL • NMP

TATA CONSULTANCY SERVICES (TCS)

Delivery Manager | 2021 – 2022

Selected Business Achievements

- Strengthened strategic client relationships through executive communication, operational discipline and consistent service delivery execution.

Key Responsibilities & Contributions

- Lead technology service delivery for strategic enterprise clients.
- Coordinate business requirements, service changes and service governance to ensure operational continuity and client satisfaction.

SOFTTEK

Project Leader | 1997 – 2001

Selected Business Achievements

- Participated in large-scale technology projects for leading financial institutions, contributing to the successful delivery of strategic business initiatives.
- Built the technical, delivery and leadership foundations that enabled continued career progression into management and senior executive leadership positions.

EDUCATION

Bachelor of Science in Electronics and Computer Engineering | Universidad Autonoma Metropolitana (UAM)

PROFESSIONAL CERTIFICATIONS

- Project Management Professional (PMP)® | Project Management Institute (PMI)
- Scrum Master Certified (SMC®) • Scrum Developer Certified (SDC®) • Scrum Fundamentals Certified (SFC®)

EXECUTIVE EDUCATION

- Leadership Development Program | ICAMI
- Crucial Conversations | Great Place to Work®
- Risk Management & Change Management
- Capability Maturity Model Integration (CMMI)

TECHNICAL EXPERTISE

Enterprise Platforms & Automation: Dynamics CRM • Salesforce • Microfocus • SAP • Power Automate • Robocorp (RPA)

Delivery & Collaboration: Jira Service Management • Confluence • Microsoft Project • Microsoft Visio

Technology: APIs • Microservices • Java

Transformation: Application Modernization • Systems Integration • Legacy Platform Modernization

Methodologies: Agile (Scrum) • Waterfall

LANGUAGES

Spanish (Native) • English (Professional Working Proficiency / Intermediate) • Portuguese (Basic)