Lorenza Giner de la Vega

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Education

STANFORD GRADUATE SCHOOL OF BUSINESS Stanford, CA
Master of Business Administration Candidate 2028

INSTITUTO TECNOLÓGICO AUTÓNOMO DE MÉXICO [Mexico City, Mexico]
B.A. in Economics, concentration in Economic Development 2022

- Co-led Beca Integral Universitaria, providing financial aid and academic mentoring to 200+ low-income students; secured $25K in funding to enable educational access.

Experience

LEONA HEALTH [Mexico City, Mexico]
Early-stage healthtech startup providing AI tools to optimize doctors' administrative work
Senior Growth Manager [2025-2026]

- Built and led the growth function at a pre–product-market-fit startup, developing and testing acquisition strategies that generated 650+ new users in eight months.
- Developed a partnership with one of Mexico's leading hospital systems and owned the end-to-end design and execution of a multichannel acquisition strategy, activating 60 physicians in five months.
- Built the company's CRM and lifecycle infrastructure from the ground up, defining user journeys, communications, workflows, and automations to systematize acquisition and retention.

XEPELIN [Mexico City, Mexico]
Latin American fintech providing SMBs with credit, payments, and cash flow management solutions.
Go-To-Market (GTM) Strategy Lead [2025]

- Owned GTM strategy and end-to-end execution of client acquisition initiatives, delivering 7,500+ new SMB and corporate clients and activating 1,000+ credit lines representing $29M in funding.
- Launched AI- and machine learning–driven prospecting and lead prioritization initiatives, increasing monthly client acquisition by 10% and pipeline generation by 67%.
- Built the GTM strategy team from the ground up, hiring and managing three analysts and establishing operating processes for cross-functional acquisition efforts.

Growth Product Manager [2024-2025]

- Co-developed and launched a digital platform for partners, leading user research, product requirements, and GTM strategy; drove 2× monthly user growth for six consecutive months.
- Developed the strategy and led end-to-end execution for the company's second-largest acquisition channel, delivering 30% quarterly growth and $12M in loan originations.

MCKINSEY & COMPANY [Mexico City, Mexico]
Business Analyst / Senior Business Analyst [2021-2024]

- Led a revenue growth transformation for a leading Central American beverage company, delivering $16M in annual EBITDA impact through pricing, portfolio, and promotion initiatives across three countries.
- Developed a decarbonization strategy for a leading steel producer, identifying initiatives to reduce annual costs by $35M, generate $30M in revenue, and position the company as Mexico's first green-steel producer.
- Co-led the digital commercial strategy and e-commerce launch for Mexico's largest apparel retailer, driving 15% monthly sales growth for eight consecutive months.

Additional

- **Languages:** Spanish (Native), English (Proficient)
- **Technical skills:** SQL (Intermediate); HubSpot; Microsoft Office and Google Workspace (Proficient)
- **Community service:** 10+ years volunteering in marginalized communities; co-led a Red Cross earthquake response team and raised $10,000 for Hurricane Otis relief.
- **Entrepreneurship:** Founded and independently operated The Bookery, a second-hand online bookstore, managing sales, marketing, and operations; sold 250+ books and donated 150+ to schools and prison libraries.