ALEJANDRO GARCIA-URENCIO *(He/Him)*

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EDUCATION

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS, Wellesley, MA — September 2024 - May 2025

MS in Management in Entrepreneurial Leadership
Honors: Summa Cum Laude GPA: 3.8/4.0. |Deans' Leadership Award

Graduate Program Highlights:

- **Cohort Representative**: Facilitated and enhanced communication and collaboration between students and Faculty Director, driving improvements in class dynamics and program design
- **Leadership Lab**: Enhanced value-based leadership and critical thinking skills; participated in workshops, peer discussion and self-reflection
- **AI Experimentation Course**: Applied Agile Product Management and design utilizing AI technologies to prototype innovative business solutions and conduct iterative experiments, creating valuable solutions with real world applications
- **Global Entrepreneurship Experience:** Traveled to Munich, Germany, gaining cross-cultural business insights; explored innovation and mobility platforms through engaging with startups, corporations, and government entities
- **LINK project**: Conducted market analysis, investment strategy development, and evaluated AI drug discovery business models for potential disruption

EMERSON COLLEGE, Boston, MA — September 2020 - August 2023

BA in Business of Creative Enterprises (BCE)

- Minor in Digital Media and Culture.
- Honors: Summa Cum Laude GPA: 4.0/4.0.

ACADEMIC PROJECTS

Babson College,

Leading Entrepreneurship Action Project — November 2024 - May 2025

- Pitched and created a product and led a team as Product Owner and Scrum Master, applying design thinking and agile principles
- Designed a wearable prototype and conducted customer discovery interviews to validate market fit, ensuring alignment with user needs
- Strengthened skills in collaboration, organizational dynamics, and the intersection of design and entrepreneurship critical to drive innovation

MSEL Strategy Consulting Project — March 2025 – April 2025

- Conduct assessment to identify key departments for AI adoption, aligning tools with business goals in manufacturing, supply chain, and sales
- Implement agentic AI solutions to streamline operations, leveraging autonomous decision-making to enhance efficiency and quality control
- Led deployment of AI tools with a roadmap for scaling across the organization, including timelines, resource allocation, and success metrics

Emerson College,

Senior Residency Capstone Project, Boston, MA — September 2022 - May 2023

- Consulted with client crafting a strategic plan to enhance customer experience through data-driven research and analysis of 140+ data sets.
- Led Audience Composition Team, organizing focus groups and utilizing Excel pivot tables to uncover trends, informing strategic recommendations
- Presented findings to clients, demonstrating potential for improved customer engagement and influencing the strategic direction of the company

Business Strategy and Implementation, Boston, MA — January 2022 - May 2023

- Consulted for local businesses, developing strategic plans, and enhancing brand identity through UI Wireframing, UX Writing, and User Research
- Presented market research and website recommendations to CEO, emphasizing unique value propositions and brand positioning.

ADDITIONAL EXPERIENCE

Dexter Southfield School, Chestnut Hill, MA — September 2021 - August 2024

Operations Assistant (Part Time, 20 Hrs/Week)

- Managed logistical operations including mail distribution, inventory control, and event coordination
- Managed relationships and maintained communication with students, faculty, and staff in a fast-paced campus environment

Dexter Southfield Summer Camps, Chestnut Hill, MA — May 2021 - July 2024

Virtual Reality Specialist & Music Instructor (Seasonal)

- Instructed 8-12 year-olds on mixed reality and world building using VR, leading activities such as VR escape rooms and Mozilla Hubs projects
- Directed music activities and rhythm games for groups of 10-12 children aged 4-6, including sing-alongs and interactive sessions

SKILLS

- English (Native), Spanish (Native) | IT Skills: Microsoft Office & Google Suite | AI Prompting: Chat GPT, Co Pilot, & Perplexity| Pitch Book | Survey Monkey | Qualtrics | Minitab | Muck Rack | Miro Board | Canva | Adobe Premiere Suite (Editing & 360 Video) | 3D Printing | Arduino |Fusion