

Contact

www.linkedin.com/in/veronicapugin
(LinkedIn)

www.deloitte.com/view/en_US/us/Services/consulting/index.htm
(Other)

www.thechileproject.net/ (Other)
vimeo.com/25146194 (Other)

Top Skills

Expansion Strategy

Latin America

Emerging Markets

Languages

English (Native or Bilingual)

Spanish (Native or Bilingual)

Portuguese (Full Professional)

Veronica Pugin

Senior Policy Advisor at The White House

Washington, District of Columbia, United States

Summary

Tech policy and tech & society experience in government, business, academic, and non-profit domains

Senior Policy Advisor at The White House • Biden-Harris Administration • Senior Policy Advisor to SBA Office of Capital Access • Business Operations @ LinkedIn • Stanford MBA • State of California • Deloitte Consulting • Latin America Manager @ financial tech start-up • Growth Strategy @ digital media start-up • Professor on Business and Economy at University of San Francisco

Experience

The White House

Senior Policy Advisor, Office of the National Cyber Director
May 2023 - Present (6 months)

Advancing national security, economic prosperity, and technological innovation

U.S. Small Business Administration

Senior Policy Advisor, Biden-Harris Administration
June 2021 - Present (2 years 5 months)

Led policy, tech, product, and operational reforms in lending, real estate, and responsible financial technology tools

Served as lead representative for Hispanic media on economic news

University of San Francisco

Adjunct Professor
2020 - Present (3 years)

International Business & Economics (taught)

Political Economy (wrote, received department approval, taught)

LinkedIn

Business Operations Manager
September 2019 - May 2021 (1 year 9 months)

San Francisco Bay Area

Launched and oversaw macroeconomic planning project for C-Suite by overseeing team of data scientists, economists, product, and sales operations to map market trends to platform usage and customer behavior (\$400 million implication)

Managed new product launch roadmap for \$500 million valued opportunity by prioritizing customer transparency and data stewardship, developing data strategy on customer adoption, and project managing cross-functional team across product, engineering, and marketing

Rated highest in manager mentorship by coaching junior staff; successfully supporting underperforming staff to get back on track; and serving as representative for Hispanics in LinkedIn Alliance, out@in, and LinkedIn Coaches

Developed framework for product and user data management in light of product harmonization through cross-functional collaboration

Swing Left

Strategy Consultant

June 2019 - July 2019 (2 months)

Digital media strategy for reaching voters online in diverse communities, particularly Latino

Office of Governor Gavin Newsom

Tech Consultant

April 2019 - June 2019 (3 months)

Sacramento, California Area

Consulted the State of California Governor's Office on policy and operations strategy on the use of financial technology platforms to align with regulatory requirements, user data security, and expand access to financial products

Stanford University Graduate School of Business

Researcher

September 2018 - December 2018 (4 months)

Research program on business and competition's impact on society

Pnyka

Growth Strategy Consultant

June 2018 - August 2018 (3 months)

Los Angeles, San Francisco Bay Area

Angel-backed digital media tech start-up

Designed user flow with product, engineering, and content teams to increase ease for user to transition from search and digital media platforms (mobile and desktop) to Pnyka platform and share content while remaining anonymous

Developed growth strategy for platform expansion by reaching end-users through partnerships with academia, industry, advocacy, and government across 17 US cities

Secured first government project with City of Los Angeles to utilize platform for public engagement on local social issues while protecting citizen anonymity

Juntos Global (Fintech start-up, Acquired by Nubank)

Latin America Business Development

January 2015 - June 2017 (2 years 6 months)

Silicon Valley, Mexico City, São Paulo

VC-backed tech start-up that deployed a financial advice chatbot service for banks

Oversaw relationships and business development with largest financial institutions across Latin America including Mexico, Colombia, Brazil, Peru, and Paraguay and inter-governmental institutions such as the World Bank

Launched communications strategy to promote understanding of Juntos' value proposition by centering user stories through multi-media channels

Managed deployment of financial advice chatbot with the world's largest financial institutions by collaborating with product, engineering, data science, user research, and operations to ensure customer satisfaction and effective and responsible data collection

Developed and implemented data strategy to track end-users customer financial journey, chat-bot engagement, and financial behavior change for product team operations and C-Suite reporting

Completed user experience testing to understand customer needs around digital literacy on data privacy and predatory products

CT

Head of Content / Co-Founder

2017 - 2017 (less than a year)

Across the US

Digital media entity promoting LGBTQ inclusion in Christian communities (>17 million viewers)

Strategy: Developed brand, voice, and distribution strategy to reach diverse US audiences

Content: Wrote all content, completed all storytelling, and casted all participants

Audience: Executed audience engagement strategy with audiences across the US

Deloitte Consulting

Consultant

August 2012 - December 2014 (2 years 5 months)

San Francisco Bay Area, Los Angeles, Mexico City

Clients: Internet services company, government, tech services non-profit, biotech, consumer products

Projects: Communications, tech services, innovation, international expansion, tech strategy

Leadership in Diversity: Founded firm's first diversity mentorship program to engage underrepresented talent and led 16-person team to manage program

Chile California Council

Strategy Consultant

2013 - 2014 (1 year)

Completed strategic plan for Executive Director and Board to promote knowledge and technology transfers between California and Chile via government, industry, and academia

The CHILE Project - Davis Projects for Peace

Co-Founder

2011 - 2011 (less than a year)

Santiago, Chile

Recipient of the Davis Projects for Peace grant to develop financial education program for 14,000 small businesses across Chile in collaboration with government, business, non-profit, and academic experts

Goldman Sachs
Asset Management Spring Intern
2010 - 2010 (less than a year)

Claremont Portside
Managing Editor and Writer - International Section
2008 - 2010 (2 years)

Opportunity Fund
Microfinance Program Evaluation Intern
2009 - 2009 (less than a year)

Worked on impact evaluation of credit and savings programs, with a particular focus on Latino clients

Education

Stanford University Graduate School of Business
Master of Business Administration, Public Management · (2017 - 2019)

Claremont McKenna College
Economics and International Relations (Honors)

Universidad de Sevilla
Foreign Exchange Program · (2010 - 2010)

The Harker School