

# ADRIANA SOLANO LUQUE

President, Consejo Colombiano de Seguridad



I am a Business Administrator with an Executive MBA from INALDE Business School, specializing in Insurance and Social Security. My strengths include leadership and management skills, as well as experience in leading company mergers and overseeing insurance sector companies. I am skilled in designing and executing strategic plans that comply with management indicators. With my excellent leadership skills, I can guide teams to achieve desired outcomes and maximize their performance.

## EXPERIENCE

### Colombian Safety Council

Executive President

April 2017 – Nowadays

I guide the organization's strategy. I am known for my collaborative leadership style in establishing a risk management culture in Colombia. I have successfully improved the entity's strategic direction by creating initiatives and forming technical partnerships that facilitate the adoption of best practices. My efforts have contributed to transforming the country into a resilient, safer, healthier work environment.

### Global Seguros de Vida S.A.

Operations and Insurance Manager

June 2007 – January 2017

As the manager, I oversaw the operational, administrative, and technical processes for all of the company's products, which included Educational Insurance, Life Annuities, Individual Life and Group Life Insurance, Voluntary Pensions, Occupational Risks, and Disability and Survivors' Insurance. I made sure that all policies were in line with the Strategic Plan and adhered to current regulations while also implementing continuous improvement practices.

I analyzed sales data and monitored product profitability, updated support applications, centralized operations, implemented management indicators, led the implementation of Salesforce for the CRM system, and led the technical and operational aspects of a merger.

### Royal & Sun Alliance

Director of Customer Service

April 2003 – June 2007

As part of my role, I created and executed service offerings for policyholders while ensuring compliance with company standards and policies. My efforts resulted in optimal outcomes for product needs, company requirements, customers, and intermediaries. Additionally, I developed new procedures for managing the savings component of Individual Life policies and improved service standards for these policyholders. I also managed the benefits for Life Annuities policyholders and introduced value-added services that set our company apart from competitors. In managing claims for Disability and Survivors Insurance (pre-retirement insurance), I followed legal regulations and company policies. To implement the service strategy, I aligned with the company's Customer Management program and conducted

customer value analysis, segmentation, and profile identification to develop effective service strategies.

**Royal & Sun Alliance Insurance**

Administrative Coordinator

July 2001 – April 2003

I created and put in place a management system for Educational Insurance across the country, which caters to the requirements of both intermediaries and customers while aligning with the company's policies and product features. Additionally, I established a financing program for Educational Insurance policies.

**Royal & Sun Alliance Insurance**

Financial Assistant

January 1998 – July 2001

I was responsible for overseeing the national treasury position reconciliation, which involved coordinating payments to third parties, collecting premiums, and reconciling bank accounts with branches. Additionally, I negotiated foreign currency transactions to ensure timely payments to parties abroad and increase profitability. I actively participated in projects aimed at optimizing financial operations and improving internal procedures within the Financial Management department. Moreover, I maintained relationships with financial institutions, stockbrokers, and other entities involved in the company's operations.

## EDUCATION

**Executive Master in Business Administration (MBA)**

INALDE Business School (Bogotá)

2011 – 2014

**Insurance and Social Security Specialist**

Universidad de La Sabana (Bogotá)

2003-2004

**Business Administrator**

Universidad de La Sabana (Bogotá)

1993-1998

## Complementary education

**Life and Health Reinsurance Course**

Panama, August 2008

**Stock Market Management**

Universidad de Los Andes

October 1999 - June 2000