

*Enterprise Analytical Management*  
*Transformando el negocio en la era de la revolución digital*  
*Business Transformation in the New Era of the Digital Revolution*

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Alberto Echeverri is currently Vice-President of Baker Hughes, a GE company. He leads the Digital activity in Europe, Middle East, Africa and India for the largest Fullstream company in the O&G industry. In the last years, he supported some of the largest Digital Transformations in the industrial world, leading to triple digit ROI for some of them.

Before taking that role, he was responsible for the Strategy of GE Company Industrial businesses outside of the US, with strong focus in emerging markets (Africa, South East Asia, Russia & CIS).

Prior to the corporate experience, Alberto started his career as a Management Consultant in Arthur D. Little, Boston Consulting Group and KPMG. Graduated from Universities in Spain (ICADE), USA (Harvard) and France (ESC Reims).