Telefónica Tech appoints Jennifer Suárez as Country Manager for Colombia

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Telefónica Tech bets on internal talent and appoints Jennifer Suárez, a professional with more than 17 years of experience in the telecommunications sector and who was currently responsible for B2B marketing in Telefónica Colombia, as Country Manager of Colombia. With this new appointment, Telefónica Tech continues to strengthen its positioning and capabilities in Latin America to consolidate its position as a leader in the provision of digital services for the digital transformation of organisations.

Jennifer Suárez is a Telecommunications Engineer and a specialist in telecommunications business management. She has developed her entire professional career within Telefónica Colombia in administrative, technical, commercial and marketing areas for the B2B segment, building value propositions for business customers and managing efficiencies.

In his new position, Suárez will be responsible for leading Telefónica Tech's comprehensive strategy in Colombia, as well as developing the business and managing the technology company's team in the country. Telefónica Tech currently has 230 professionals in Colombia and provides advanced cloud, cyber security, IoT and big data services to help companies accelerate their transformation by optimising and protecting their day-to-day operations.

Telefónica Tech opened a Digital Operations Centre (DOC) in Colombia last year to monitor and protect the cyber security and cloud operations of customers in Latin America and provide a continuous service on both sides of the Atlantic.

Jennifer Suárez, Telefónica Tech's new country manager in Colombia, said:

> Taking on this position at Telefónica Tech is an exciting

opportunity to support the digital evolution in Colombia. The market in Colombia offers great growth potential due to increased digitisation in all economic sectors and therefore increased demand for advanced technology solutions. Having solid cyber security measures in place and the support of experts is essential for organisations to advance their objectives as efficiently and securely as possible.

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