

FinEquity ALC

REGIONAL TECHNICAL ADVISORY GROUP MEMBERS



Zaira Badillo
Alliance for Financial Inclusion (AFI)

Zaira is Head of the Regional Office for Latin America and the Caribbean of Alliance for Financial Inclusion (AFI). Prior to that, she was Assistant General Manager for Access to Financial Services of the Comisión Nacional Bancaria y de Valores (CNBV), Mexico. She holds a bachelor's degree as a Public Accountant from La Salle University, and diplomas from The Fletcher School at Tufts University and the Instituto Tecnológico Autónomo de México.



Laura Fernández Lord
FMBBVA (Spain)

Laura is Head of Sustainability, Equity and Inclusion at BBVA Microfinance Foundation (FMBBVA). She has a BA in Economics and holds an MA in International Relations at SAIS, Johns Hopkins University. She has also worked at the FAO, at the Inter-American Development Bank, the Spanish Cooperation Agency and Fundación Lealtad. Laura has participated in several women's financial inclusion fora such as: UN CSW, UN SG High Level Panel on Women Economic Empowerment, the OECD Gender Netfwd or Gendernet



Daniela Konietzko
Fundación WWB Colombia

Daniela has been President of Fundación WWB Colombia since 2013. She holds a bachelor's degree in Finance and International Relations from Universidad Externado (Colombia), a postgraduate degree in Administration and a Master's degree in International Cooperation from Universidad Complutense (Madrid, Spain). Prior to working in Fundación WWB, Daniela worked for multinational companies, and NGOs both in Colombia and in Europe, among them: Travenol-Baxter, Colombian Chamber of Commerce, Fundación Alvarallice, FRIDE group of European experts, and Altran Technologies.



Barbara Magnoni
EA Consultants

Barbara is co-founder of the Andares Mujeres network, co-founder of MeXCo Soluciones y President of EA Consultants, a development consulting firm dedicated to supporting initiatives that facilitate access to finance, markets and social protection for low-income segments of the world's population. She has over 23 years of experience in promoting financial inclusion globally. She holds a Master's degree from Columbia University in International Affairs.

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Diana Mejía

CAF – banco de desarrollo de América Latina y el Caribe

Diana is Senior Specialist for productive development for financial inclusion at CAF – Banco de desarrollo de América Latina y el Caribe. Previously, she worked at Banco de la República (the Colombian Central Bank), where she was director of Economic & Financial Education and head of Institutional Communication, among other responsibilities. She is an economist, with one master's degree in economics from Andes University in Bogotá (Colombia) and another one in Public Administration from the Kennedy School of Government at Harvard University.



María José Roa

Independent Consultant

María José holds a PhD in Economics from Universidad Autónoma de Madrid. She has nearly thirty years of experience in research and teaching in home finances and financial health, financial inclusion and financial education, behavioral economics, gender gaps, natural and field experiments. She has taught in various universities and research centers in Europe, Latin America and the USA. She currently works as an independent consultant and researcher and as a university professor and in courses for policy makers. She is a member of the OECD International Network on Financial Education.



Carolina Trivelli

Instituto de Estudios Peruanos (IEP)

Carolina is Senior researcher at the Instituto de Estudios Peruanos (IEP). She holds a Master's Degree in Agricultural Economics from The Pennsylvania State University, and one in Economics from Pontificia Universidad Católica del Perú. She works in rural finances and financial inclusion in Perú. Between 2014 and 2016 she led the Electronic Money Project for the Asociación de Bancos del Perú. She was Minister of Development and Social Inclusion from 2011 to 2013.



Mariana Martínez

FinEquityALC

Mariana is Regional Leader of FinEquity ALC, the community of practice which seeks to empower women through financial inclusion in Latin America and the Caribbean, convened by CGAP. She is an economist, with twenty years of experience in financial inclusion, microfinance, economic empowerment of women and inclusion in LAC. She has worked as an independent consultant for international organizations, NGOs, financial institutions and regional governments. She holds a Master's Degree in Economics and a Master's degree in Latin American Studies from Florida International University. Mariana is co-founder of the Andares Mujeres network.