

Sofia Martinez

Senior Business Strategy Manager

I am a seasoned senior business strategy manager with over ten years of experience guiding strategic initiatives and driving organizational growth. I excel at market analysis, strategic planning, and leading cross-functional teams to implement high-impact solutions.

CONTACT

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EDUCATION

MBA
Stanford University, Stanford, CA –
Graduated May 2010

BS in Business Administration
University of California, Los
Angeles, CA – Graduated May
2006

KEY SKILLS

- Strategic Planning
- Market Analysis
- Financial Modeling
- Cross-Functional Leadership
- Performance Optimization

PROFESSIONAL EXPERIENCE

Senior Business Strategy Manager | McKinsey & Company, San Jose, CA
August 2012 – Present

- Developed and executed strategic initiatives that increased revenue by 25%.
- Led a team of 10 consultants to drive business process improvements.
- Conducted market and financial analyses to support executive decision-making.

Business Analyst | Deloitte, San Jose, CA
June 2006 – July 2012

- Assisted in developing strategic plans that improved operational efficiency by 20%.
- Conducted financial modeling and risk assessments to guide business strategies.
- Presented recommendations to senior management, influencing key decisions.

CERTIFICATIONS

- Certified Management Consultant (CMC)