

María Fernanda Acevedo, MBA

Senior Business Development Manager | Luxury Markets | Legal & Investment Advisor

London, UK | +44 7824 952783 | mariaf.acevedo@hotmail.com | linkedin.com/in/MariaFAcevedo

PROFESSIONAL PROFILE

Dynamic and results-driven Business Development Manager with over 15 years of international experience in luxury markets, jewelry, mining, and consulting. Proven expertise in building strategic partnerships, expanding client networks, and leading high-value negotiations across Europe, Latin America, and the Middle East. Skilled at combining business acumen, legal expertise, and project management to deliver measurable growth.

Recognized for innovation, data-driven decision-making, and the ability to unlock new revenue streams in highly competitive environments.

CORE SKILLS

- Luxury Market Development & Global Expansion
- Strategic Partnerships & High-Value Negotiations
- Client Relationship Management (HNW & Institutional)
- Sourcing & Supply Chain (Emeralds, Gold, Precious Stones)
- Legal & Investment Advisory (Mining, Energy, Startups)
- Project & Process Management (Agile, Lean, Risk Studies)
- Financial & Data Analysis (Excel, PowerBI, SQL, SAP)
- CRM: Salesforce, Hubspot, Dynamics 365
- Languages: English (Fluent), Spanish (Native)

PROFESSIONAL EXPERIENCE

Business Development Manager – London DE

London, UK | Oct 2024 – Present

- Secured €100,000 investment from the Spanish market, with a potential client pipeline of over €1 million.
- Negotiated a joint venture contract worth USD 5 million to bring luxury emeralds from Colombia to Dubai, expanding the company's global presence.
- Contributed to the implementation of AI-driven hot leads strategies, supporting client acquisition and sales growth.
- Identified and engaged with legitimate gold mining projects in Colombia, leading negotiations to establish a Colombian Spanish gold route.
- Expanded client networks across Europe, training agents and strengthening supplier relationships in the luxury jewelry sector.
- Increased bespoke jewelry sales to an average of £10,000 per month, strengthening revenue streams and client engagement.

International Business Development Manager – Hyca Marakata Emeralds

London, UK | Sep 2021 – Oct 2024

- Led the emerald sales pilot program, managing business development, marketing, and client support.
- Designed and implemented marketing materials and business analysis frameworks.
- Supported brand expansion strategy, laying the groundwork for the company's relaunch in the UK luxury market.
- Increased visibility and presence of Colombian emeralds across Europe.

Business Development Associate Consultant – Morrigan & Forseti Consulting

Colombia & UK | May 2022 – Oct 2024

- Delivered business development, investment advisory, and strategic growth consulting for startups and mining ventures.
- Supported entrepreneurs from ideation to scaling, including legal compliance, funding strategies, and process optimization.
- Specialized in gold, emerald, and coal projects, driving measurable value creation for stakeholders.

Metals & Mining and Economics Director – Morrigan & Forseti Consulting

Bogotá, Colombia | Jan 2018 – Apr 2022

- Headed metals & mining advisory, implementing gold, coal, and emerald projects in Colombia.
- Developed and executed risk studies, process evaluations, due diligence, and valuation of mining assets.
- Created and standardized a methodology for the valuation of mining titles in Colombia, improving accuracy and transparency for investors.
- Guided strategic decision-making for large-scale mining investments.

Business Analyst – Management Controller – VEO Worldwide Services

Romania | Aug 2022 – May 2023

- Created advanced Excel models that reduced report preparation time from 15 days to 2 days, integrating HR, payroll, and sales performance data.
- Redesigned SOPs for sales target allocation, aligning traders' goals with client portfolios using data-driven methodologies.
- Automated reporting tasks with SQL, increasing accuracy and reducing manual workload.
- Conducted detailed KPI performance analysis, ensuring compliance and boosting productivity.

International Trade Specialist – VEO Worldwide Services

Spain/France | May 2022 – Jul 2022

- Improved Excel methodologies for product purchase lists, accelerating workflows and increasing efficiency.
- Strengthened commercial relationships with international clients, ensuring seamless trade operations.

Business Lawyer – Fundación Salutia

Bogotá, Colombia | Jan 2017 – Dec 2017

- Designed procurement methodology under royalty-funded government purchases, ensuring transparency and cost efficiency.
- Improved resource allocation, resulting in more equitable and effective use of public funds.

Researcher in Public Policy – Fundación Salutia

Bogotá, Colombia | Apr 2016 – Dec 2016

- Developed transparency models for EPS–IPS pricing negotiations, reducing inflated costs and improving healthcare access in Colombia.
- Supported public policy projects with quantitative analysis and research in health and social security.

Head of Economic Studies Unit – COLFECAR

Bogotá, Colombia | Jul 2014 – Apr 2016

- Transformed the research unit into a data-driven area, introducing statistical methods and hiring a statistician.
- Produced sector studies that influenced government policy decisions in transportation and logistics.
- Represented the federation before public and private entities, strengthening institutional credibility.

Risk Analyst – Refinancia

Bogotá, Colombia | Apr 2013 – Aug 2013

- Improved data quality methodology, reducing processing time from 3 days to 1 day.
- Enhanced efficiency and accuracy in economic modeling and database management.

EDUCATION

MBA – ENEB, Barcelona European Business School (2021)

Master in Project Management – ENEB (2021)

Specialization in Internal Marketing & Stakeholder Management – ENEB (2021)

Specialization in Energy & Mining Law – Universidad Externado de Colombia (2020)

Law Degree – Universidad Católica de Colombia (2018, Honorific Degree)

Economics – Universidad Externado de Colombia (2013, Scholar)

CERTIFICATIONS & COURSES

- Human Rights in Europe – University of Burgos, Spain (2017)
- Labor Migration & Social Security Challenge – Inter-American Conference, Mexico (2016)
- XV International Journey in Energy Mining Law – Externado University, Colombia (2019)
- Biofuel Forum – Solidarity Protection Fund, Colombia (2015)
- Coaching, NLP & Team Leadership Specialist – ENEB Spain (2020)
- International Trade – Dare Academy, Bulgaria (2022)

VOLUNTEER EXPERIENCE

- Director of Public Relations – Canadian Human Rights International Organization (2010–2014)
- Special Projects Intern – National Planning Department, Colombia (2012–2013)
- Mathematical Optimization (Economics Monitor) – Universidad Externado de Colombia (2010–2011)

REFERENCES

EMILIA POENARU

Controlling & Reporting Manager

VEO Worldwide Services – NOZ stores (+40) 723113889

epoenaru@veoworldwide.ro