

**EMBRACING FINTECH II**  
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**Speaker Bio**



**Helena Herrero, Digital Transformation Academy - FinConecta**

Helena has 25+ years partnering with Executives along their journeys of transformation, mostly in Citigroup. As a Learning & Development professional and a Senior Human Resources Advisor, she co-designed solutions to address culture, leadership development, employee engagement and performance management for different businesses and geographies.

She co-founded several human capital related initiatives - Ideas Generators, Strategic Human Capital Consortium, and Chrysalis Path. Helena holds a Psychology degree from Universidad de Belgrano, Argentina, and a Human Resources degree from Cornell University, US. She is also certified SCP, SPHR, GPHR, Executive and SCRUM Coach, and studied MBSR (Mindfulness Based Stress Reduction) at the University of Massachusetts, US.