

Press Release

## Telefónica Tech appoints Jennifer Suárez as Country Manager for Colombia



- With more than 17 years of experience in the telecommunications sector within Telefónica Colombia, Suárez will lead the comprehensive strategy of Telefónica Tech in Colombia to consolidate the company as a leader in the provision of services for the digital transformation of organisations.
- Telefónica Tech has a team of 230 professionals in Colombia that provide cloud, cybersecurity, IoT and big data services, and a Digital Operations Centre (DOC) that ensures the integrity and security of customer information.

**Madrid, July 2, 2024.** [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 **Telefónica, S.A.**

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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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### **About Telefónica Tech**

Telefónica Tech is the leading company in digital transformation. The company offers a wide range of services and integrated technological solutions for Cyber Security, Cloud, IoT, Big Data and Blockchain. For more information, please visit: <https://telefonicatech.com/>

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