

Lorena Sánchez García is a board member, investor, executive coach, and transformation executive with experience leading growth, operations, digital transformation, and organizational change across Latin America, the United States, and Europe.

Her executive career spans fintech, ecommerce, AI, consumer technology, and multinational corporations, including leadership roles at Rappi, Stori, Linio/Rocket Internet, Natura, L'Oréal, and CEMEX. She has operated across hypergrowth startups, regulated financial services, and global organizations undergoing large-scale transformation.

Lorena played leadership roles during periods of significant scale and expansion, including at Stori and Rappi, two of Latin America's leading fintech and technology unicorns, and at Linio, one of the region's largest ecommerce platforms, later acquired by Falabella.

Her work increasingly focuses on AI governance, organizational transformation, leadership adaptation, and operating model redesign as companies navigate rapid technological change.

In addition to her executive and board experience, Lorena is an active investor and ecosystem leader across Latin America. She served as Co-Director of Founder Institute Mexico, one of the world's largest startup accelerators, and as a scout and Entrepreneur in Residence for Wayra, Telefónica's venture capital and innovation arm.

She has also represented Mexico in international entrepreneurship and innovation forums, including G20 Startup initiatives.

Lorena brings a unique perspective that combines operator-level execution, governance, technology transformation, organizational behavior, and emerging-market complexity having operated in Latam and Europe and the US.

She holds an MBA from Kellogg School of Management and a Master's in Engineering Management from Northwestern University. She is based in Mexico City.