

# Lucia Ceron

Surrey, BC | +1 (236) 998-8867 | [luciaecg1129@gmail.com](mailto:luciaecg1129@gmail.com) | <https://www.linkedin.com/in/lucia-ceron-b06749317/>

## EDUCATION

<b>University Canada West</b> <i>Master of Business Administration – MBA</i>	<b>Vancouver, BC</b> July 2024 - Dec 2025
<b>Universidad Autonoma de Occidente</b> <i>Postgraduate Diploma in Marketing</i>	<b>Cali, Colombia</b> Jan 2021- March 2022
<b>Universidad Autonoma de Occidente</b> <i>Bachelor's in Biomedical Engineering</i> <i>Academic Excellence Scholarship (10 semesters).</i>	<b>Cali, Colombia</b> July 2011- Oct 2016

## PROFILE

I am passionate about technology and business. I'm an MBA student with a background in biomedical engineering. I've worked in medical device sales, hospital equipment management, and marketing projects. I enjoy helping teams adopt complex technology and turn ideas into results. I'm curious, adaptable, and always learning new tools and approaches.

## WORK EXPERIENCE

<b>Instrumentación S.A</b> <i>Medical Product Engineer</i>	<b>Cali, Colombia</b> Aug 2019 - Jun 2024
<ul style="list-style-type: none"><li>Managed technical sales of specialized medical devices in southwestern Colombia.</li><li>Delivered product demonstrations and presentations to healthcare teams.</li><li>Led bidding processes and exceeded annual sales targets for four consecutive years.</li><li>Coordinated delivery, support installation, and technical support for complex biomedical devices.</li></ul>	
<b>Bioengineering L.A.</b> <i>Biomedical Engineer</i>	<b>Cali, Colombia</b> May 2018 -May 2019
<ul style="list-style-type: none"><li>Oversaw preventive and corrective maintenance of hospital medical devices.</li><li>Managed audits, updated equipment inventory, and ensured compliance with safety standards.</li></ul>	
<b>Hospital Universitario del Valle</b> <i>Fellow in Biomedical Engineering</i>	<b>Cali, Colombia</b> Jul 2015-Sep 2016
<ul style="list-style-type: none"><li>Created maintenance protocols and technical documentation for radiotherapy equipment.</li><li>Supported technovigilance and quality assurance processes.</li></ul>	
<b>Cultural Care</b> <i>Cultural Exchange – Au Pair</i>	<b>Philadelphia, USA</b> Oct 2016-Nov 2017
<ul style="list-style-type: none"><li>Strengthened adaptability, intercultural communication, and problem-solving skills.</li></ul>	

## SKILLS, ACTIVITIES & INTERESTS

**Technical Skills:** MATLAB, JavaScript, SQL, Tableau, Power BI, Advanced Excel, AWS, Shopify, SolidWorks

**Certifications & Training:** Certified Digital Marketing Associate, AWS(Learning)

**Activities & Interests:** Swimming, running, hiking, exploring world folklore and culture, watching movies.