

**Luchy Camacho**  
**Principal Business Solutions**  
**NY, USA**

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AvantisIT LLC - IT4Wealth- is a New York-based innovative advisory & solutions provider supporting the strategic Information Technology, Operational & Growth needs of Family Offices, Private Investment firms and technology-oriented start-ups, including Media companies.

IT4Wealth®, the company's flagship system, is a LEADING, ROBUST, INTEGRATED and COST-EFFECTIVE Software Solution for the Family Offices and Private Investment industry.

Ana Lucia (Luchy) Camacho leads the company's Sales, Business Development, Client Solutions, Client management, & Success.

- Luchy ensures that the company's concrete, actionable and cost-effective services and that the powerful, scalable & agile proprietary software solutions are successful at addressing the client's strategic and tactical IT, operational & business needs.
- She has established the strategy & implementation of best-practices, processes & metrics to ensure success of the client relationships & engagement.
- She leads the project implementation and on-boarding of IT4Wealth® at strategic client firms, the project management & client training.
- She serves as liaison between clients and internal software developers & sales staff to ensure our Product has the highest quality and evolves to meet the niche market needs.
- She leads the Data Analytics, visualization & reporting services to clients.
- She presents at conferences & moderate panels at industry events.
- Luchy also establishes strategic relationships with channels and industry organizations that cater the company's target audience.



Luchy brings extensive experience in Consulting, B2B consultative sales to C-level execs of Fortune500 companies, Private investment firms and Higher Ed institutions; Corporate Best Practices; Client relationship management and success; Business development, marketing & negotiation; Product to Market; Strategic Operations planning; Data analytics, mining & reporting; SAS solutions; Coaching & training; She has led multi-functional teams in global companies such as the Corporate Executive Board (CEB now Gartner), Thomson Prometric, Sylvan Prometric, AFS International Programs.

As a young entrepreneur, Luchy started a software development company in Bogota, Colombia and after 7 successful years, she sold it and moved to the US where she joined the non-profit world and international operations field, and later continued her entrepreneurial pursuit.

Luchy's languages are English, Spanish & Italian. She holds degrees in Information Systems Management from Universidad Politecnico Grancolombiano and Business & International Management from the University of Maryland and has had extensive executive training in the US, Europe & Latin America.