

Sofia Bernal Manriquez

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PROFILE

Bilingual AI governance and technology risk professional. Five years at Microsoft LATAM governing and enforcing cloud, licensing and productivity agreements (EA, MCA, CSP) for financial, government and education institutions across Mexico, Argentina, Uruguay and Chile, working with legal, compliance, technical and partner teams; earlier, a payments risk analyst (SQL, Tableau). MA in Internet Equalities (UAL) on the societal impact of full-stack technologies and policy, including the EU AI Act. I write on technology governance in a playful, accessible voice.

EXPERIENCE

Researcher, MA Internet Equalities | University of the Arts London, CCI | **London** 2025 – present

- Focus on the societal impact of full-stack technologies and evolving risks of AI: assessed generative AI image outputs (ComfyUI) for bias in depictions of Latin American families, documenting test cases and findings; developed the ethical framework for a robotics performance staged at the International Conference on Social Robotics (London); built a p5.js and Supabase prototype. Thesis: how archival cataloguing and metadata decisions re-encode exclusion and invisibilise care.

Commercial Executive | Microsoft LATAM | **Argentina, Uruguay, Chile market** 2022 – 2025

- Managed the full contract lifecycle for financial, education and government customers: reviewed existing agreements and deployments, built renewal proposals, turned contracts and amendments into usable licences and handed off to implementation and post-sales, under Enterprise Agreement (EA, EES, EAS), Microsoft Customer Agreement (MCA), CSP and legacy MPSA contracts. Covered customers* with 15,000+ users.
- Enforced licence compliance by aligning each customer's licences with what they had deployed, and guided customers from per-user and server licensing to consumption-based Azure. Analysed licence and contract data before every renewal (accounts with dozens of contracts and thousands of users) and traced billing errors to root cause in Power BI source tables.
- Coordinated legal, compliance, finance, deal desk and partner teams (CSP, LSP, implementation) to meet public procurement and regulated-sector requirements for major universities, banks and government secretariats*; translated licensing terms into recommendations for senior leaders and escalated security questions to cybersecurity, cloud and productivity specialists. Ran a T-12 preventive control (contract review 12 months before expiry), tracked with Dynamics 365 and Excel.
- Achieved a 130%+ renewal and win rate across 5–10 concurrent enterprise, 20–30 corporate and 40–60 SMB renewals; structured a \$7M+ agreement with a major financial institution* including a \$3M Azure commitment; preserved Argentina's government accounts through the 2023 change of administration.
- Co-founded Microsoft Mexico's Indigenous employee resource group (organized public event with the INPI museum, ~40 participants). Also named Sustainability Champion for Microsoft Mexico (2023–2024).

Partner Technology Strategist | Microsoft LATAM | **Mexico City** 2021

- Enabled Microsoft's partner ecosystem in Mexico to meet certification standards (Silver and Gold): assessed partners against Microsoft's standards framework, designed enablement content and playbooks, and supported partners integrating their own IP into Microsoft marketplaces.

Payments & Risk Analyst | Grow (formerly Flinto) | **Mexico City** 2018 – 2020

- Wrote SQL queries to monitor transaction, fraud and chargeback risk across Stripe, Conekta and Adyen, built Tableau dashboards and reported risk indicators to leadership, contributing to a reduction in chargeback rates.

OTHER EXPERIENCE

Writer & Editor | [Cableado](#), independent bilingual newsletter (ES/EN) 2026 – present

- Explain internet governance and technology policy (LACNIC, Mexico's data-protection reform) in a playful, accessible voice, translating between expert and non-expert audiences in Spanish and English. Interest in data journalism and documentation techniques. 10+ pieces written with 30+ subscribers across 4 countries.

Project Advisor | SEDESU, Secretariat of Sustainable Development | **Queretaro** 2020

- Assessed and monitored technology implementation projects and their compliance with economic and sustainable development goals.

OTHER EDUCATION, CERTIFICATIONS AND AI SKILLS

Bachelors in Sociology (open) | Universidad Nacional Autonoma de Mexico (UNAM) 2018 – 2023

BSc Industrial Engineering & Innovation Mgmt. | Universidad Panamericana (exchange: Korea University) 2017 – 2022

Internet Governance; AI Fluency (certificate) | Internet Society; Anthropic 2026

Tools (working knowledge) | SQL, HTML, p5.js, Supabase, ComfyUI, Claude Code, Power BI, Tableau, M365 suite

REFERENCES

*Client names and full figures available upon request.