



**Medellín, January 31, 2025**

## **RELEVANT INFORMATION**

---

### **Karen Nataly Medina Moreno, ISA's new Chief Talent Officer**



Interconexión Eléctrica S.A. E.S.P. (ISA) informs that Karen Nataly Medina Moreno has been appointed as Chief Talent Officer and will assume this role as of February 7, 2025. Karen has been working as Culture, Development and Employee Experience Manager at Ecopetrol, where she has worked for five years.

She has more than 14 years of experience in the financial and Oil & Gas sectors in departments such as human talent, projects, processes, and digital transformation. In Ecopetrol she has held various positions as Staff and Employee Experience leader and Digital Appropriation leader. She has also been head of Project and Process Transformation at Davivienda; head of Experience and Quality and leader of Transformation and Change Management at Itaú; and assistant manager of High Value Segments at Corpbanca, among others.

Her achievements in the Ecopetrol Group include the contribution to the improvement of the work environment index, the definition of the essence of the leader with a view to the Group's 2040 strategy, the appropriation of cultural attributes and the consolidation of the employee experience model. At Davivienda, she designed the service model, leading the company to become the most outstanding in service levels in the country, and at Itaú, she co-led the arrival of the brand to Colombia.

She is a business administrator from Escuela Colombiana de Ingeniería, has a specialization in marketing management from Universidad Externado and a master's degree in Customer and Employee Experience from OBS Business School. She has also participated in the Harvard Mentor program and in the leading digital transformation program of the Massachusetts Institute of Technology.

We wish Karen every success in her new role. We are confident that her experience will be of great value in the strategic challenges facing the company.