

Lilian Simbaqueba

LiSim



“ I saw an opportunity to help banks and businesses to better serve fellow entrepreneurs. ”

COUNTRY	Colombia
INDUSTRY	Financial Services
EMPLOYEES	55
YEAR SELECTED	2008
WEBSITE	www.lisim.com

COMPANY SNAPSHOT

Lilian has devised a new way for banks and other businesses to better serve the bottom of the pyramid. Through her company LiSim, founded in 1996, Lilian and her team offer high-value, tailor-made scoring models to SMEs in the financial, telecom and public services sector. Powered by Lilian's high energy, passion, and drive, LiSim has captured over 50% market share in Colombia and been recognized by the IFC as a regional leader in risk analysis. Trained in mathematics and systems engineering, Lilian is both an important female entrepreneurial role model in her native Colombia and an intellectual leader on a global scale.

ENDEAVOR AND LISIM

In addition to local mentorship, collective trainings, networking, and professional services partnerships, Lilian has benefited from the global eMBA program and Entrepreneur Summit, and has been accepted for the Mentor Capital Program in 2011.

Lilian generously donates her time to Endeavor in various ways.