



**Daniela Aizenman**

**BBA '24**

**Product Management Associate, PricewaterhouseCoopers  
New York, NY**

Daniela Aizenman graduated from The University of Texas at Austin in 2024 with a degree in Management Information Systems. Daniela was the 2024 Rising Star Award recipient and is an incoming Product Management Associate at PricewaterhouseCoopers (PwC) based in New York City. Daniela's journey with PwC began with summer internships in the Tel Aviv and New York offices, working in the Management

Consulting and Product Management space.

During her time at UT, Daniela was involved in many student organizations such as the TAMID Group, Tech Consulting Group (TCG), and Alpha Epsilon Phi, where she held leadership roles. Her commitment to give back to UT started in her latest internship at UT's Office of Academic Technology, where she conducted extensive user research and pilot programs for innovative tools used on campus, gaining valuable experience in launching new technology initiatives.

Daniela, originally from Mexico City, grew up in Miami, Florida, leveraging her multicultural background and bilingual abilities in her day-to-day tasks. She broadened her global perspective by studying abroad in Barcelona during Spring 2023. In her free time, Daniela enjoys attending workout classes, listening to live music, and exploring new restaurants.

Daniela is thrilled to continue her involvement in the McCombs community by serving on the BBA Advisory Board!