



About Parametric Factory

Parametric Factory LLC is a research, development, and innovation partner dedicated to advancing the next generation of catastrophe risk transfer solutions. By combining expertise in catastrophe science, engineering, insurance, reinsurance, and capital markets, Parametric Factory helps transform data, models, and emerging technologies into practical products that improve financial resilience.

The company works with insurers, reinsurers, brokers, governments, research institutions, and investors to develop and evaluate parametric solutions, catastrophe risk analytics, and innovative risk transfer frameworks. Through research, product development, market engagement, and commercialization support, Parametric Factory seeks to bridge the gap between scientific innovation and practical implementation, contributing to a more transparent, efficient, and resilient insurance ecosystem.

About Guillermo Franco

Guillermo Franco is the Founder & Director of Parametric Factory, a research and development partner for parametric insurance products and applications.

Over the past two decades, Guillermo has worked at the intersection of catastrophe science, engineering, and insurance. His experience spans catastrophe risk modeling, parametric risk transfer, portfolio optimization, and insurance-linked securities. He has advised insurers, reinsurers, brokers, governments, and capital market participants on the design and implementation of innovative risk transfer solutions.

Prior to founding Parametric Factory, Guillermo held senior research and advisory roles at Guy Carpenter (now Marsh Re), where he led parametric advisory initiatives, supported placement of parametric reinsurance transactions, structured parametric cat bonds, and coordinated research efforts in catastrophe risk, parametric risk transfer, and nature. He led the development and application of model suitability assessment frameworks designed to evaluate the appropriateness of catastrophe models for insurance and reinsurance decision-making. Earlier, at AIR Worldwide (now Verisk), he contributed to the development of several catastrophe risk models and led portfolio optimization and parametric risk transfer initiatives. He began his career as a Research Fellow at Columbia University's Earth Institute, where he studied the socioeconomic impacts of natural hazards.

Guillermo is a frequent collaborator with academic and research organizations around the world, has conducted and led numerous field research missions, and has authored more than fifty scholarly publications spanning catastrophe science, engineering, and insurance.

He holds a bachelor's degree in civil engineering from the Polytechnic University of Catalonia in Barcelona and a master's degree and doctorate in Civil Engineering and Engineering Mechanics from Columbia University in New York.