



JOHN FREDY MARTINEZ

• FP&A LEADER, COMMERCIAL & HHRR
FINANCIAL CONTROLLER

PROFESSIONAL PROFILE

Specialist in Financial Management and bilingual Business Administrator with over 8 years of experience in multinational companies from different economy sectors (telecommunications, technology, mixed economy services, banking, fashion, and retail), positively impacting the accuracy and decision-making in forecasting, budget execution, cost optimization, profitability, sales, and compensation & benefits. Expert in FP&A, strategic planning, organization, and leadership in financial, operational, commercial, and human resources areas, where I have mobilized teams toward high performance. I am a leader known for qualities such as humaneness, relationship-building, approachability, calmness, and assertive communication in the workplace, along with the application of storytelling through my expertise in analytical tools such as Power BI, Looker Studio, MYSQL, R Studio, Python, and SAP CO/PA/HANNA

PROFESSIONAL EXPERIENCE

TRADE ALLIANCE CORPORATION (INDITEX Fashion Franchises) Panama, Americas Region

REGIONAL LEADER OF FINANCIAL CONTROLLERSHIP OF HR
LATAM (APR 2022 - OCT 2023).... REPORT FROM 4 PEOPLE LATAM

- As the Regional Controller Leader overseeing 5 countries, 7 brands, and more than 115 stores in LATAM, I led (Straight from Panama), alongside my team, the validation and financial and operational management of regional personnel expenses. I drove efficiencies through the assessment of productivity, man-hours, and unit sales. I supervised the development of the annual budget, forecasts, audits, business cases, and special strategic commercial projects. The automation of KPIs was successfully achieved using artificial intelligence and applied econometrics, including publication in Google and Microsoft environments. Additionally, the compensation and benefits strategy for regional equity was implemented.

Achievements:

- I achieved financial efficiencies exceeding USD 2 million across 5 countries, with an average expenditure of 4.23% and a regional productivity of 5.62. This 80% improvement was attained through the implementation of analytical systems, automation, and an innovative salary strategy featuring a new commission structure. This approach was supported by monthly internal audits and Agile projects.

SIIGO (Software company) Colombia, LATAM

LATAM CORPORATE FINANCIAL ANALYST (FEB 2022 - 18 APR 2022)

- I led the monthly financial consolidation of 7 countries for presentation to the investment firm AKKR in Silicon Valley. Additionally, I developed regional-level financial models to monitor business expenses. I created Key Performance Indicators (KPIs) to oversee employee performance and commercial turnover, and I was responsible for preparing business cases, financial valuation, and investment projects.

Achievements:

- I spearheaded the acquisition of ASPEL Mexico, implemented an analytical system for budgetary control efficiencies, and achieved an EBITDA exceeding 20% in technology through the automation of business cases.

CONTACT ME

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EDUCATION

- Financial Management Specialist
La Salle University
2018
- Business administrator
T.P 87157
La Salle University
2015
- Labor technician in accounting assistant
CENESCALA Institution
2016
- Academic Bachelor
I.N.C.O.D.E.M.A.R High School
2009
- Business English
English School of Canada
Canada
2020

LANGUAGES



SKILLS

- Team leadership, strategy and rapid decision making LATAM
- Report to C-Level (Canva - Power P)
- Financial, Commercial, Business Intelligence and HR Compensation
- Projects under Agile and traditional methodologies (Project, Monday, Jira)
- Business analytics (Power BI, Power Pivot; Power Query, Macros, R studio, Looker, MySql, Python, office.

CERTIFICATES

- School of Leaders
T.A.C Panama
2023
- Story Telling
T.A.C Panama
2023
- Preparation for the CFI level I
UDEMY_ Online
2023
- Looker Studio
UDEMY_ Online
2023
- Financial Modeling and business valuation
UDEMY_ Online
2022
- Python, R Studio, and My SQL W.B
A2_ Online
2022
- Advanced Excel, Power Pivot and Macros
A2_ Online
2021
- Advanced Power BI
Cataluña University
2020
- Statistics and business valuation
Cataluña University
2020
- Actuarial and Finances
National university of Colombia
2019
- Costs and Strategic Budgeting
Javeriana University
2018

COLSUBSIDIO (Services Holding) Colombia

CORPORATE FINANCIAL ANALYST - MANAGEMENT AND CONTROL
(FEB 2018 - FEB 2022)

- I temporarily led the pre-operative stage of the Customer-Centric Commercial and Organizational Transformation project for the company. This involved designing project phases, a comprehensive product profitability model, cross-selling-focused pricing, governance, and risk frameworks for all strategies related to Attraction, Loyalty, Leakage, Bidding, and Corporate Alliances; employing agile methodologies.
- In the operational phase, I developed financial and profitability models for the management of the Commercial Department. I implemented management, distribution, and expense allocation models using costing methodologies. Additionally, I was responsible for budgeting, provisions, and P&L, Balance, and Cash Flow control for the Commercial Department, applying advanced data analytics and artificial intelligence
- In Control and Management, I oversaw the performance of business units, updated control panels to inform departments and facilitate decision-making. I ensured the availability of management information for clients and managers, controlled supplier evaluations, and presented dashboards, including the customer churn schedule, to internal clients.

Achievements:

- I led the Organizational Transformation, implementing commercial simulators, automating budgets, and staying ahead of the competition with forecasts, which led us to become sector leaders. The cash flow increased by 0.2%, and the attraction of businesses and users increased by 4%

GILAT SATELLITE NETWORKS (Israeli Telecommunications Multinational) Colombia

FINANCIAL PLANNER ANALYST. (NOV 2016 - DIC 2017)

- I led financial planning and internal audits, ensuring compliance with the S.O.X Law and ISO 9001 audit, with monthly reporting to the headquarters in Israel through SAP or Hyperion Software. As the overall budget approver, I spearheaded its development along with forecasts and financial business cases for tenders. I contributed to the development of policies and procedures, actively participating in strategic planning. I conducted audits to ensure compliance with S.O.X procedures throughout the company, including remote regions in Colombia for government tenders. I implemented Business Intelligence and Analytics to automate outcomes across various areas..

Achievements:

- I was part of the team that won the bid with Min T.I.C through effective financial planning. Additionally, I supported management by increasing the capitalization of the parent company, resulting in a significant increase of 12% in sales and 4% in expenses for the expansion of the local business.

TOD'S (Fashion & Retail) Colombia

ADMINISTRATIVE AND FINANCIAL ASSISTANT (APR 2014 - OCT 2016)

- I prepared and monitored payroll reports, constructed compliance KPI reports, managed the company's budget and cash flow. Additionally, I implemented risk systems using the COSO Framework and conducted competitive pricing investigations with an impact on the P&L. I also engaged in business exercises with clients and suppliers, meeting all my targets.

Achievements:

- I developed new financial and administrative policies, tools, and procedures that enabled the quantification of the company's costs, expenses, and revenues, as well as the implementation of the risk management system.