



LEONARDO GUTIERREZ FERRARA

Finance & Product Lead with Visa/Prisma experience in FP&A, high-accuracy forecasting (98th percentile), and process automation. Visa APA Award recipient. Entrepreneurial mindset driven by measurable results.



WORK EXPERIENCE

FOUNDER, El Pulso Fintech

Buenos Aires, Dic 2025 - Present

- Digital media outlet with 30+ published articles on trends and analysis of the LATAM fintech ecosystem.

FOUNDER, LGF Consulting

Buenos Aires, Nov 2025 - Present

- Boutique consultancy specializing in digital transformation and fintech advisory for SMBs and growth-stage startups.

PRODUCT PLANNING LEAD, VISA ARGENTINA (PRISMA)

Buenos Aires, Jul 2024 - Feb 2025

Led a 2-person team focused on cross-factory collaboration and cost center optimization for financing products.

- Redesigned corporate KPIs, aligning them with strategic business objectives
- Oversaw budgeting, (re)forecasting, and executive dashboards
- Built data lake-integrated alert system to notify sales of clients approaching credit limits
- Conducted market research to inform product and financing strategies
- Collaborated with sales, controlling, and data science on scalable data solutions

FINANCE BUSINESS PARTNER, VISA ARGENTINA (PRISMA)

Buenos Aires, Ene 2024 - Jul 2024

Led financial strategy for the Financial Services Factory, a business unit generating 50% of Payway's revenue through installment financing. Direct exposure to CFO on strategic initiatives. Recognized with Visa's APA Award for exceptional performance.

- Achieved 98th percentile accuracy in stock flow forecasting
- Automated controlling processes, reducing reporting time by 30%
- Developed advanced predictive models in collaboration with the Data Science team
- Managed unit KPIs, aligning operational metrics with strategic objectives
- Led budgeting, (re)forecasting, and data integrity for executive dashboards
- Presented to stakeholders, translating financial data into strategic narratives

FINANCIAL ANALYST, STEALTH FINTECH START-UP

Remote (Europe), Feb 2023 - Dec 2023

Contributed to the growth of an early-stage European fintech, taking on cross-functional responsibilities across finance and growth marketing.

- Built financial models and forecasts to support strategic sales planning
- Optimized Google Ads, Meta Ads, and SEO campaigns, improving acquisition performance
- Co-created investor pitch decks alongside the Finance Manager
- Processed large datasets with SQL and built KPI tracking dashboards
- Conducted market research and competitive analysis to inform go-to-market strategy

FINANCIAL ADVISOR, BALANZ CAPITAL

Buenos Aires, Sep 2021 - Jan 2023

GManaged 400+ retail and B2B accounts, ranking in the top 10% by AUM with 10% average returns. Certified Financial Advisor (CNV).

- Built portfolio performance dashboard, improving client engagement
- Automated lead tracking in CRM, increasing conversions by 20%
- Traded futures, derivatives, and corporate debt placements

EDUCATION

MsC Finance UdeSA | 2023-2026
Quant Focus· CFA Aligned

BsC in Economics & Languages | UCL
London| 2019 Foreign Exchange

BsC in Economics UdeSA | 2016-2021
Data Science minor. Student centre representative

CONTACT

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October 3rd, 1997

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Mail:
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Current residence
Olivos, Buenos Aires, Argentina

Nationality:
Italian, Argentinean

LANGUAGES

English C2 (native)
Español C2 (native)
French B1 (intermediate)

SOFTWARE

Excel (4/5)
Power BI (4/5)
VBA (4/5)
Agile/Kanban (4/5)
SQL (4/5)
Python (4/5)
Google Ads (3/5)
HTML/CSS (3/5)
Microstrategy (4/5)