

# Gustavo Maldonado Barragán

M.A. in Finance & B.A. in Economics, with more than five years of professional experience, specialized in Corporate Finance.

Mobile: +52 (55) 3513 2842

E-mail: mb\_gus@me.com

Mexico

**Objective: Develop in an international firm in the areas of Planning, Finance and Administration, where I can contribute with my knowledge and expertise to support the implementation of strategies that effectively achieve business results.**

## Professional Experience:

**Ericsson** <https://www.ericsson.com>  
Multinational telecommunication firm.



October 2020 - present

### **Project Finance Management – Customer Lead**

- Financial Project Leader for AT&T Latam North.

January 2018 - August 2020

### **Project Finance Management**

- Based on Santiago, Chile (January – October 2018); based on Mexico City (October 2018 – present).
- Management to secure financial reporting and operational control within projects, deliveries, services and contracts aligned to Project Management methodology.
- Ensuring budget adherence, forecast commitment and compliance control for the complete portfolio of project.
- Support Claro / America Movil for Mexico & South America region (Argentina, Chile, Ecuador, Paraguay, Peru & Uruguay).
- Execution & Control in SAP ONE RPA environment - Full structuring and monitoring reports for more than 2,000 sites per year all over the country.

**Invex Infraestructura** [www.invex.com/Infraestructura](http://www.invex.com/Infraestructura)  
Mexican Financial Institution with 25 years of experience.



January – October 2016

### **Finance & Administration Associate**

- Financial structuring of projects under the Public - Private Partnership investment methodology, carried out with private equity.
- Operation and management of four projects valued at USD 1,000 billion dollars, including:
  - Wastewater Treatment Plant in Nayarit, Mexico.
  - Administrative Center in Jalisco, Mexico.
  - Shopping Malls in Veracruz & Sinaloa, Mexico.
- Multidisciplinary team management: Commercial Banking, Public Banking, Government Institutions, Trust and Business Partners.

**Unilever** [www.unilever.com](http://www.unilever.com)  
Multinational consumer goods firm.



June – December 2015

### **Financial Analyst**

- Counselling to Sales Executives, Customer Marketing & Category Managers teams, in order to provide financial analysis and evaluation of projects and business opportunities.
- Optimization of Rebates & Marketing expenses to allocate resources to clients which generated greater profits to the company.
- Use of Business Intelligence tools for the improvement of internal processes and delivering outcomes.

**Microsoft** [www.microsoft.com](http://www.microsoft.com)  
Multinational Company dedicated to Information Technologies.



August 2014 – June 2015

### **Jr Finance Business Partner**

- Planning, development and executions of Return of Investment Projects to generate costs analysis per products units to Sales, Customer Marketing & Category Managers teams.

- Coordination of Compliance strategies and analysis of Marketing Expenses to identify risks of execution. Partnered with the Internal and External Audit team to execute mitigation and improvement initiatives.
  - Benchmark analysis by product line for monitoring and control of SKU's by region, client and consumer.
- 

**Education:**

- **Diploma in Data Analytics** / Universidad Tecnológico de Monterrey – Class of 2021, Mexico City.
  - **Diploma in Strategic Management** / Universidad Adolfo Ibáñez– Class of 2017, Santiago, Chile.
  - **M.A. in Finance** / Universidad Anáhuac Norte – Class of 2014 – 2016, Mexico City.
  - **B.A. in Economics** / Universidad Anáhuac Norte – Class of 2010 – 2013, Mexico City. *Academic Scholarship 100% - Excellence Award.*
  - **Advanced Portugues Course** / Instituto Cultura Brasil – 2017 & 2018, Santiago Chile.
  - **Theory and Techniques of the Harvard Negotiation Project** / Harvard University & Universidad Anáhuac Norte – 2016.
  - **Advanced English Course**/ North Orange County Community College District – 2014.
-