

Ignacio Madrid
Age 52 – Married
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Objective

Seeking growth opportunities to deepen, develop and enhance my professional and personal excellence within a globally respected organization. Looking for value-creation opportunities contributing at a Partner, Principal or Chief Officer level within corporate organizations, to deepen business transformation, strategic and finances planning, corporate presence, market-penetration, profitability margins, business performance and firm value.

Summary

More than 26 years experienced professional. Wealth creator, result-orientated leader with strongly developed capabilities in Corporate and Government Sales, Communication, Negotiation, Business Transformation, Strategy, Data Analytics and Big Data, Business Intelligence, Balanced Score Cards, Corporate Finances, Processes and KPIs Definition and Implementation, Products and Client Segments Profitability Analysis, Systems Integration and Architecture, Complex Projects Management, and Functional Areas Management, skills, with wide and deep experience within the industry of Financial Services, and relevant expertise in the Telecommunications, Retail, Consumer Goods, Manufacturing, Government, Oil & Gas, and High Technologies industries. Highly motivated professional manager focused on generating rich corporate yields for the company and her clients, with specialized skills in corporate finances and value projects, based on viable business cases and positive ROIC. 100% bilingual fluency. Open to re-location.

Specialties and Skills

Business Development

Corporate and government sales closer focused on value sales. Senior negotiator. New line of businesses developer. Sales manager – pipeline control and sales incentive program definition. Strategic top level alliance manager. Outstanding communicator. Highest single valued project sold and managed: US\$30M. Average industry solution sales per year: US\$6M, which consistently exceeded established sales goals. Business case conceptualization and enhancement for large business transformation deal closing by **US\$1B**.

Corporate Direction

Master strategist. Complex business cases development using financial valuation and statistics technics. Industry trends analyst. Industry Solution Creator. Business and financial performance follower. Senior Program Manager, Regional Department Director, experienced manager and executer of complex consulting programs, projects, and services. Client relationships successfully and productively enhanced at a Chief Executive level for more than 17 years. Maximum number of people supervised: 250. Up to 50 people directly hired. **PMP Certificate Awarded**.

Industries

More than 26 years in Financial Services: Retail Banking and Pension Funds.

More than 16 years in the rest of the industries:

Manufacturing and Natural Resources: Retail, CPG, Brew, Oil & Gas and Mining.

Government: Social Security and Collections.

High Technologies: Telcos, Software Development, Solutions Implementation, and IT Management.

Functional

Finances: finance analysis and firm valuation.

Strategy: strategy and balanced score card definition and implementation. Marketing campaigns definition and execution.

Retail banking: new products design, savings and checking accounts, general ledger, management information, and customer management.

Pension funds: sales management, workers' registration, collection, worker transfers, worker retirements and customer call centre.

CPG: Supply Chain Optimization.

Design and implementation of processes, polices, and organizational structures.

Technical

Digital, Advanced Analytics, and Business Intelligence Strategy & Architecture Definition and Solutions Integration.

Systems Integration.

Strategy Migration Definition for Technical Platforms.

IT Strategy, Plan & Governance Definition.

eBusiness Solutions.

Enterprise Architecture Planning, Design, and Implementation.

Content Management Solutions.

Enterprise Network Architecture.

Component and Execution Architectures.

IT Transformation and Sourcing Journey Definition.
Selection of Technological Architectures, Platforms and Solutions.

Data Centre Technologies and Operations.
IT Service Management. **ITSM Certificate Awarded.**

Professional Experience

PricewaterhouseCoopers, S.C.

From February 2015 Up to Date – Partner, Digital Risk Solutions

I am responsible of the Digital Risk Solutions practice within Risk Assurance Services. Our main goal is to create a holistic approach to digital and data analytics in order to meet regulatory needs into actionable, enterprise-wide intelligence, across a range of highly-regulated industries, including Financial Services, Customer Good Products, Retail, Energy (Oil & Gas and Utilities), and other key industries. Our main offerings include Analytical Testing and Assessment, Analytics Transformation, Tool and Dashboard Development, and Advanced Risk and Regulatory Analytics leveraging RPA, IoT, and Big Data.

Hewlett-Packard

From July 2013 Up to January 2015 – Practice Principal, Analytics and Data Management

I am responsible of the Analytics and Data Management consulting practice within the Enterprise Services group in HP, for the Spanish Latin American region, covering mainly México, Colombia, Argentina and Chile. My area attends Business Intelligence projects including Big Data, Information Strategy and Organization, Information Management and Architecture, Analytics Services, Business Solutions – Social Intelligence, Optimization Services, Interactive Media, and Vertica, Microsoft and Oracle Solutions.

IBM

From January 2010 to May 2013 – Associate Partner – Target: quota US\$ 6M and chargeability 60%

I entered in IBM on January 2010 as an Associate Partner within the Global Business Services division. I was in charge of selling and executing business and technology consultancy projects within the CPG and Retail industry with a quota of US\$6M. In this period I opened the Grupo Bimbo account for IBM and contributed in the Chedraui's full-outsourcing sale by US\$30M. Since January to July 2011 I worked as Enterprise Architect in a very large and important Full Outsourcing project for a Iusacell. Finally, from August 2011 up to May 28 I developed businesses and executed projects for the Financial Services Industry mainly focused on successful business and large transformation program deals of a total value around US\$1B, leading Chief Value Officer and Strategic PMO areas.

Hewlett-Packard

From November 2007 to December 2009 – Business Intelligence Solutions (BIS) sales and delivery leader – Target: quota US\$ 3.5M

As BIS leader I was responsible for Mexico attending clients of all the industries: Financial Services, Retail, Manufacturing, Oil & Gas, and Government. Within this operative segment HP offers consulting services and technology to plan and develop end to end business intelligence systems, contemplating Strategic Planning, Governance, Data Quality and Integration, Master Data Management, and Metadata Management with a US\$3.5M quota. During this period I was the only Sales Director closing the sale and implementing 2 Noeview appliances in the year of the product's launching, and the sale and execution of the Scotiabank Business Intelligence strategy project at the CEO and steering committee level.

From April 2005 to October 2007 – Industry Marketing Manager for Financial Services Sector – Target: quota US\$ 4M

I started in HP as Industry Marketing Manager for Financial Services in Hewlett-Packard Mexico. I was in charge of the industry trends analysis, clients' financial and business performance evaluation, HP Financial Services Industry territory strategy definition and implementation, and the HP industry solution portfolio definition and sale. I had a US\$4M quota covering the Mexican Financial Sector. In order to consolidate this job I established and maintained alliances with key System Integrators and Software Vendors, opened new contacts in clients at a top level, defined and executed marketing campaigns, and coordinate the enhancement of local capabilities (value added network) to deliver the defined solutions.

Accenture S.C.

From May 1993 to February 2005 – Last Position: Senior Manager – Goals: quota US\$ 2.5 and chargeability 80%

I started my career in Accenture working 12 years. First I was deployed at the Financial Services Operating Group for more than 8 years. Over that time I gained a deep experience in the Retail Banking and Pension funds core businesses. I participated in very important projects regarding systems integration, products design and automation, processes design and implementation, and organizational structures definition and implementation for Banco Mexicano, Afore Bancrecer – Dresdner. Bancrecer, Intercontinental de Seguros Costa Rica, Banco Santander Central Hispano, Banco Río Argentina, Banco Santander Colombia – as due-diligence leader, Banco de Venezuela Grupo Santander – as implementation leader 250 people supervised, BBVA Bancomer – as PMO leader.

Then during 2 years I led the very important strategic Microsoft – Accenture alliance for the Latin American Region. During this period I personally attended proposals and projects regarding: IT Strategy, IT Transformation and Sourcing, Infrastructure Management, Disaster Recovery, and Architectures and Financial Management. IT Strategy, Mergers, and Shared Services for Comex, Grupo Modelo, MHC Peru, Electricité de France, Pemex, and Casa Ley.

Finally the last 2 years I was in charge of the creation, implementation and direction of the Global Architectures and Core Technologies Service Line for Mexico and Central America, satisfying requirements of deep knowledge and skills of technological solutions, and also generating market demand for the Accenture technological offerings: Systems integration, eBusiness, content management, technical platforms selection, and telecommunications infrastructure conceptual design for Grupo Posadas, Burstaec, IXE, Scotiabank, Banco Popular de Costa Rica, and Banco Azteca. One of my main contributions was the leadership of the IMSS SIAREFI RFP proposal presentation winning the US\$12M deal.

Languages

Spanish

Mother language.

English
French

Fluent. Advanced T.O.F.E.L. Advanced T.O.E.I.C. Advanced T.E.S.E.L. S.H.C.B.E.
Elementary. Westminster School and Alliance Francaise.

Education

2017

Understanding Client Strategic Agenda
INSEAD

2004 – 2006

Universidad Anáhuac. Campus Poniente.
Master of Finances. Final Average 9.27.

1986 – 1991

Instituto Tecnológico y de Estudios Superiores de Monterrey, Campus Monterrey.
Industrial and Systems Engineer. Final Average 8.94.

Other Activities

Sports
Interests

Running, weights, mountaineering, skydiving, motorcycling, golf and horse riding.
Psychology, current affairs, opera, and literature.