ROBERTO SEIRA

2915 Lafayette Dr. Mobile: (303) 718-9039

Boulder, CO 80305 www.linkedin.com/in/robertoseira

**CFO**

Corporate Finance executive with extensive international experience in Corporate Finance, Treasury Directorship, and Financial Strategy for Fortune 500 Companies. Expert in capital markets with proven ability to optimize capital debt structure and equity, identifying cost efficiencies and revenue generating opportunities while mitigating risk and artfully managing negotiations and stakeholder relationships. Known as a strong team leader with a passion and skill for utilizing financial expertise to drive corporate success. Key competencies include:

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| * Financial Analysis, Forecasting, Budgeting. * Capital Markets Expert, Debt Restructure. * FX Market, Multinational Investment Management. * Financial Reporting and Internal Control Practices. * Enterprise Cash and Liquidity Management. | * M&A, Corporate Valuation, Due Diligence. * Hedges, Derivatives (Currency, Interest Rates). * Risk Management & Insurance Programs. * Corporate Accounting, Policies, GAAP. * Working Capital Management. |

**PROFESSIONAL EXPERIENCE**

**Visiting Professor – Finance, M&A, Derivatives** 2014 – Present

Tecnologico de Monterrey (Miami & Mexico programs)

* Currently teaching Corporate Finance, M&A and Derivatives (BA & MBA level).

**Chief Financial Officer (CFO and Co-Founder)** 2010 – 2014

PROTEGO CAPITAL, LLC – Miami, FL

Responsible for the strategic and operational leadership of the accounting function, ensuring alignment with the goals of the company and continued financial soundness. Among other things, directing, planning and controlling all fiscal functions of the company; setting financial objectives and policies; timely reporting and accurate analysis of budgets and financial statements.

Acquisition of two companies lacking sound management and capital, leveraging skilled financial analysis and intelligent capital investments to value, merge, and restructure companies, selling for $1.1M (90% profit).

# Transformed two broke companies into still thriving business generating $800K in annual revenue.

# Provided asset management and financial consulting services for $3M in private assets.

**Chief Financial Officer (CFO)** 2008 – 2010

FRIENDSHIP BRIDGE – Evergreen, CO

Provided financial leadership for international financial non-profit providing micro-credit to Central American families in extreme poverty. Oversaw financial and regulatory reporting, directed accounting operations, established policies and best practices, and supported Finance & Investment Committee.

* Managed cash flow, projections, external audit/tax filings, forecasts, and developed operating budget.
* Ensured U.S. & Guatemala offices used proper MIS to gain operational efficiency and integrate financials.

**Corporate Finance and Treasury Director** 2006 – 2008

MOLSON COORS BREWING CO. – Denver, CO

Oversight of all core corporate finance activities including bank and rating agency relationship, corporate financing and capital structure, interest expense, enterprise cash and liquidity management, and risk management.

* Provided financial analysis, modeling, and recommendations for corporate finance projects including Miller-Coors joint venture.
* Managed investment strategies of $500M average cash portfolio (BOA, Fidelity, Deutsche, JPM) and development and implementation of investment policies.
* Restructured $1.4B revolving credit facility and implemented company stock split.
* Reduced interest expenses with $575M convertible bond issue and $625M debt tender offer.
* Led tax restructure project streamlining company structure and reducing effective tax rate.
* Responsible for treasury reporting: SOX, Finance Committee incl. Pension Plan funding, interest expense and cash forecast, and debt covenant to rating agencies (Moody’s, S&P, DBRS).

**Corporate Treasurer** 1998 – 2006

PANAMERICAN BEVERAGES INC (Panamco) – Miami, FL

*Largest Coca-Cola bottler in Latin America.*

Directed overall strategic treasury activities including capital markets, corporate finance, banking relations, debt and cash management policies, and overall risk management. First and only treasurer for company, tasked with consolidating treasury departments (9 countries in South/Central America) into centralized corporate office.

* Remitted more than $500M to corporate from subsidiaries at tax efficient zero cost, representing more than $40M in withholding savings. Managed complex tax exposure across Latin America.
* Managed company-wide fund raising, debt levels, and rating agencies including US $1.2B bank debt.
* Performed ongoing evaluation of rolling and budget projections and cash flow modeling.
* Managed $400M accounts receivable (A/R) portfolio, maintaining aggressive and effective collection program, establishing acceptable reserve levels, recommending write-offs, and setting client limits.
* Oversaw debt restructure and debt issues in different currencies/countries (syndicated loans, Yankee bond issues, local currency bonds), currency risk management and use of derivatives and hedges.
* Developed and implemented policies on credit and working capital, investments, banks, etc.
* Managed $1B of insured assets for Panamco insurance programs (D&O, Property and Casualty).

**Director Mergers & Acquisitions and Equity Private Placements** 1993 – 1998

PROTEGO INVESTMENT ASSOCIATES – Mexico City, Mexico

*Private financial boutique providing M&A advice and venture capital to clients.*

Performed deal originations, strategic and managerial consulting, structuring and negotiation of transactions including financial modeling and valuation analysis.

* Advised Mexican waste management company on potential merger valued at $20M.
* Obtained mandate from Hicks Muse & Tate *(HM Capital Partners)* to acquire Mexican companies for $25M.
* Sold Mexican Company in financial distress worth $30M to foreign multinational corporation.
* Obtained mandate for private equity placement of Mexican packaging industry corp. worth $35M.

**Vice President Corporate Finance** 1988 – 1993

YAMAICHI SECURITIES – New York, NY

Introduced Yamaichi’s capabilities across broad spectrum of advisory and product services in Mexico, traveling to Japan to present business opportunities to Yamaichi Latin America Committee.

* Placed Euro-bond, Euro-CD for several corporations in Mexico, Argentina, and Latin America. Issued EMTN and FRN bond issues.

**EDUCATION**

**Master’s in Business Administration (MBA).**

*Columbia Business School, 1986-88– New York, NY. (Fulbright Scholar).*

**Bachelors of Arts, Economics.**

*Instituto Tecnologico Autonomo De Mexico (ITAM), 1978-82 – Mexico City, Mexico. (Full Scholarship).*

**International Finance Training.**

*Saitama Bank, 1983-84 – Tokyo, Japan. (Full Scholarship granted by Government of Japan).*