

Edgar Moises Galindo Amezcua

West Lafayette, IN | +52 5513820493 | galindomoises76@gmail.com | linkedin.com/in/moisesgalindo76

PROFILE

Strategy and business development professional with 4.5+ years of experience driving growth, portfolio strategy, and data informed decision making across various industries. Background in strategic planning, market intelligence, and M&A initiatives, with a track record of identifying high impact growth opportunities, supporting board level decisions and translating analytical insights into executable strategies. Currently pursuing a Master in Business & Technology at Purdue University to bridge technology and innovation with business strategy.

EDUCATION

Purdue University, Daniels School of Business

West Lafayette, Indiana

Master of Business & Technology

May 2026

- Daniels School of Business Merit Scholarship

Monterrey Institute of Technology and Higher Education

Mexico City, Mexico

B.S. Industrial Engineering, Minor in Systems Engineering

December 2019

- Diploma in Financial Management from Universidad Complutense de Madrid. Spain

PROFESSIONAL EXPERIENCE

Keurig Dr. Pepper México (Grupo Peñafiel)

Mexico City, Mexico

Head of Strategic Planning & Business Development

March 2023 – August 2025

- Evaluated organic and inorganic growth opportunities for Mexico, integrating market attractiveness, consumer trends, and internal capabilities to identify three high-potential growth paths and shape entry strategies for new categories representing ~\$1B in opportunity.
- Developed a phased European market entry and expansion strategy to establish the company's presence across priority markets, including route-to-market assessment and evaluation of potential local manufacturing and distribution partners. The plan was projected to generate \$30M in value over a three-year horizon.
- Designed the medium- and long-term strategy for the Caribbean, incorporating macroeconomic trends to prioritize nine growth opportunities across segments, supporting a ~35% regional growth over three years.
- Structured and led expansion projects, including the design and implementation of M&A processes for four strategic targets valued at over \$20M.
- Conducted industry benchmarking and quarterly financial reporting to the board, which led to the identification of three initiatives that generated cost savings of over \$5M.

ChinoIn Productos Farmacéuticos

Mexico City, Mexico

Business Development Analyst

March 2021 – March 2023

- Drove the design and execution of the innovation pipeline for two strategic business lines with a five-year horizon, managing 20+ projects across Mexico, Europe, and Asia.
- Presented 15+ strategic business cases to the board, which unlocked 10+ portfolio opportunities valued at \$35M.
- Led cross-functional teams in pharmaceutical product development, coordinating R&D, marketing, and regulatory functions to successfully launch two products to market valued at \$4M.

True Home Holdings Inc. now Loft

Mexico City

Key Account Executive

August 2020 – March 2021

- Optimized two operational processes to streamline the closure of strategic partnerships, resulting in a 10% portfolio expansion and stronger long-term client relationships.
- Implemented two tailored marketing strategies that drove a 70% portfolio activation rate.

LEADERSHIP ACTIVITIES, SKILL, AND LANGUAGES

- Leadership Diploma by Monterrey Institute of Technology and Higher Education in 2020
- Technical Skills:** Excel, MS Project, Think Cell
- Languages:** Spanish (Native), English (Advanced)