

# Edgar Moises Galindo Amezcua

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## 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)