

Patricia Desentis Calleja

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Experience

Innova Schools México (ISMX), the largest private schools network in LATAM.

Head of New Businesses and Strategic Projects

March 2021 - Present

- Developed five new business lines to add more value to students and parents, and bring additional revenue for ISMX. Selected projects include:
- After School workshops: Launched an online summer workshops prototype with 50 kids partnering with 5 education organizations. Currently deploying over 14 onsite and online workshops expecting 1,000 students and over \$2 million pesos in sales throughout the academic year.
- Innova en Casa: Launched a home school program for 2,3 and 4 years old students around Mexico collaborating with Innova Schools Peru and coordinating marketing, sales, operations, and IT.
- Innova en Línea: Designed an online k-12 school, leading the product from customer discovery through MVP design, with the goal of duplicating student enrollment.

Journey, Network of micro-schools that develop 21st century skills through personalized education.

Chief Operating Officer

January 2020 – December 2020

- Refocused the company around its micro-schools product, developing and implementing the strategy and operating model to scale from 3 to 12 micro-schools with 120+ learners, going from MXN\$200K to MXN\$1M in monthly revenue in three months.
- Defined, implemented and tracked annual, quarterly and monthly OKRs, defining KPIs for each business unit.
- Designed a recruitment and selection process for 13 educators, together with onboarding process and training.
- Created and implemented an operations manual and an educator certification program to give clarity on the daily operations and responsibilities for scaling up.
- Led and motivated educators on a weekly basis, supporting their transition from traditional teacher to facilitators.
- Setup 12 microschools successfully, managing location negotiations and monthly supplies procurement.
- Developed day-to-day processes for finance & administration, including budgeting and accounts receivable, to allow management to make data-driven decisions and prepare to scale.
- Restructured the financial, legal, and treasury areas, creating savings of MXN\$1M per year, allowing Journey to achieve profitability in the middle of a crisis.
- Designed and launched the partners expansion model to enter new cities. Led the expansion into Guadalajara.

Promotora Social México A.C. (PSM), Impact investing venture capital fund in Mexico.

Investment Associate

March 2018 – January 2020

Led portfolio management to strengthen our investments, generate value-added/impact, and scale.

- *Board of Directors*: Participated in the BoD of four of the Portfolio Companies, supporting the strategy process, management's decision-making, monitoring quarterly goals, KPIs, and operations.
- *Business development*: Provided over 1,000 introductions to portfolio entrepreneurs to increase their sales, develop partnerships, secure grants & awards, and recruit talent.
- *Go-to-market Strategy*: Developed an additional revenue stream for a coding boot camp to support the current business model. Redesigned the customer acquisition funnel of a rural hospital to better serve the patients.
- *Portfolio Management*: Implemented management dashboards and processes to support day-to-day decisions and initiatives prioritization as well as financial & operational KPIs for investors.
- *Fundraising*: Supported entrepreneurs through the fundraising process with introductions, pitch decks, and models.
- *Cash flow optimization*: Implemented a MXP\$1M cost-efficiency strategy to take a company to breakeven.

Investment Analyst

July 2015 – March 2018

Involved in all aspects of the investment process: sourcing, due diligence, valuation, and portfolio management.

- *Deal sourcing*: Led the sourcing and due diligence process for over 300 start-ups.
- *Investment Execution*: Prepared investment memos and financial model, designed investment structure for new and follow-on investments, and presented to the Investment Committee, disbursing over USD\$7M.
- *Value-add*: Supported entrepreneurs by bringing experts and organizing workshops in topics such as leadership, negotiations, organizational culture, marketing, and pricing; including Hermann Simon, the most influential living German management thinker.
- *Reporting*: Consolidated portfolio companies' information and prepared quarterly reports for the Investment Committee.

BBVA Bancomer Corporate Investment Banking, Mexico's leading consumer bank **Sep 2014 – July 2015**
M&A and Equity Capital Markets Analyst, Top Talent Program

- Coordinated the selling process of a Financial Institution, conducting the due diligence process, preparing financial analyses, receiving binding offers, and participating in transaction agreements with counterparties.
- Valued several companies using various methods and sensitivities including DCF and comps, among others.
- Developed investment pitches for potential IPOs, follow-on investments, and private equity-like vehicles.

Efficiency Matters Corporation, Energy & Lighting startup **Jan 2014 – Sept 2014**
Finance and Administration Director

- Developed financial strategies and analyses to make investment decisions about the company resources and projects. Negotiated and restructured the company's debt with providers and financial institutions.
- Led several corporate finance responsibilities such as budget, cash flow, money management, and treasury.

Education

Collective Academy | Mexico City, Mexico **2018 – 2019**
• Master in Business & Technology

Universidad Anáhuac (UA) | Mexico City, Mexico **2009 – 2014**
• Bachelor of Arts in Actuary and Corporate Finance & Banking (Double Major).
• Study abroad: ESDS School of Business and Management | Lyon, France. Spring 2012
• Elected President of the Actuary Student Association, 2011-2012
• Selected to *Vértice*, the university's academic excellence and leadership program for high-performing students.

Community

- Founding Member, VC and PE Women Mexico, AMEXCAP: group empowering & developing women in the PE and VC industry. Leading the "skills building" subcommittee to train and strengthen women's core abilities.
- Pro-bono Advisor, Santuaai: designing the business & finance model for Latin America's first animal sanctuary.
- Impact Advisor, AMANC Children's Cancer Association: Analyzed data for the 24 state branches to establish fundraising, administrative, program, and communication KPIs and developed a system to monitor them.

Personal

Languages: Spanish (native), English (fluent), French (Intermediate - DELF B2).

Software: Microsoft Excel, PowerPoint, Bloomberg, Capital IQ, HTML.

Personal: Marathonist and triathlete, love traveling, passionate learner, and avid reader.