

# Patricia Desentis Calleja

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## Experience

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

### **Chief Operating Officer**

**January 2020 – Present**

- 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.

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