

ANA ERAZO HERNANDEZ, Master in Finance

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SUMMARY

Executive focused in financial management, within 27 years of experience carrying out structuring and administration of finance area and integrated business management systems. Established expertise in successfully improvement of debt, vendors, and finance and administrative structure's. Expert in financial structuring of projects aimed at the commercialization of technological communicational solutions for government entities. Teamwork player with relevant interpersonal, and communication skills.

PROFESSIONAL EXPERIENCE

OCRW – Oficina Commercial Raymond Wells

Motorola Solutions Telecommunications Distributor for Ecuador specialized in Public Security.

<https://www.ocrw.com/>

Financial and Administrative Manager:

2009 –2023

Responsible for direction and supervising finance decisions. In charge on financial key performance indicators (KPI's), and in control for debt and invest decisions.

Relevant Contributions:

- Strategic management of the debt policy, allowing the company to access several sources of financing, to participate in projects of greater economic scope and impact on the telecommunications system in Ecuador such as the Application Project of the National Trunked Network of the National Telecommunications Corporation of Ecuador (CNT) for an amount of \$USD 34 MILLION.
- Successful management of the administrative-financial management to the control entities of the country, recognized by the prestigious magazine EKOS specialized in business management, within the ranking of the Best Managed Companies. (2015)
- Restructure and consolidation of key areas: accounting, purchasing, warehouses-logistics. Direct supervising of team formed by 10 workers.
- Successful entry of the company into the Stock Market (IPO) with a first issue of commercial paper for \$ USD 2 MILLION. It was placed in a record time of 2 months.

General Accountant

2006- 2009

- Responsible for the structuring of the financial strategy for successful project management and effective administrative management of the company
- Prepared and submitted monthly management accounts in a timely manner
- Prepared the necessary weekly and monthly information, including payroll, financial ratios, and tax certificates.

BLUE CARD ECUADOR S.A.

Company focused in travel medical assistance plans

<https://www.bluecard.com.ec/home>

Financial Manager

2003 - 2006

- Implementation of the financial management control system
- Management of the client portfolio and its collection

WORLD BANK – SICA Project

SICA Project was an international initiative to develop and increase substantially the commercial activity of the agricultural resources of Ecuador.

Chief Administrative and Purchasing Officer

1996-2000

- In charge of the administration of the project funds, including the task of quoting and purchasing materials and for the execution of the project tasks

Project PRAS-PL480 USAID

Through the PL-480 Food Aid Program, public and private sector organizations were supported to increase the production and productivity of small and medium-sized farmers, natural resource management, agricultural education and small agro-industry development.

General Accountant

1994-1996

- Prepared and submitted monthly management accounts in a timely manner
- Prepared the necessary weekly and monthly documents, required by headquarters, including financial statements, payroll and tax certificates.

CONSULTANCY EXPERIENCE:

EXTREME RESPONSE- International Humanitarian NGO Based in USA

2008-Present

<https://extremeresponse.org/extreme-response/ecuador-programs/>

Financial & Accounting advisor: Responsible for reporting financial, social security and tax accounting information to the control authorities of Ecuador.

Relevant Contributions:

- Advise the company regarding compliance with Ecuadorian accounting, and tax norms.
- Prepare and present financial statements to Executive Officer and managers in Ecuador.
- Preparation of tax payments forms according to Ecuadorian laws. (income, social and operation taxes)
- Elaboration of financial projections and evaluations models of new social investment projects.
- Contribute to the continuity operations in Ecuador through the effective and ethical management of its financial, accounting and tax management, thus allow the NGO to focus on achieving its objectives in the social assistance programs implemented in the country, helping hundreds of children and women in a situation of vulnerability.

Mujeres por Ecuador (MPE) (Women for Ecuador):

<http://mujeresporecuador.com/>

Civil Society Organization focused on supporting women in their professional development.

Financial & Accounting advisor

2017 - Present

Responsible for reporting financial, social security and tax accounting information to the control authorities of Ecuador.

Relevant Contributions:

- Founding Member and Member of the Board of Directors Important achievements

- Lead the program of accompaniment and training to young graduates of Universities who are beginning their professional career.
- Participation in the “Madrina Program”, with girls and adolescents from schools in the city.
- Participation as a Mentor in the Global Mentoring Walk program. Contribution in the Bill sent to the National Assembly in 2018 on pay equity and work-family reconciliation

ENTREPRENEUR EXPERIENCE:

FINSIGHT Financial Intelligence

2021-Presente

Founder of Finsight, which is a Financial Intelligence program that seeks the practical and simple application of finance through understanding and financial awareness.

Since the creation of Finsight until now, I have collaborated with projects such as:

- Land Accelerator Ecuador
- Training Program for members of the Ecuadorian-Colombian Chamber of Commerce
- Mentor in the Google Startups project.
- Mentor in the project Sustainable Business and prevention of violence against Women sponsored by the GIZ (German Cooperation Agency)
- Trainer in the PODER Project for the Economic Reactivation of MiPYMEs led by women in vulnerable situations in Ecuador sponsored by USAID.
- Speaker in the talk on Conscious Finance at the service of business given at the Ecuadorian American Chamber of Commerce.

EVERYDAYCHIC - Import and commercialization of clothing accessories

Owner-Manager:

2013-Present

Creator of the brand. Top responsible for international purchases program and local acquisitions of fashion complements. In charge of the marketing plan and distribution strategy.

Relevant Contributions:

- Generating 8 permanent jobs places and 4 associated saleswomen.
- Last year sales USD 35K. Net margin > 18%.

EDUCATION:

Management Development and Corporate Governance Program IDE /IESE Universidad de Navarra España	2017
Tax Specialist Universidad Andina Simón Bolívar, Ecuador	2005
Master in Finance Universidad Complutense de Madrid-España	2003
CPA & Accounting Degree Universidad Central del Ecuador	1998

HONORS & OTHER INTEREST

- Board Member Mujeres por Ecuador (NGO helping women to empowerment) since 2017
- Honor Mentor leading girls and teenagers, from schools in the city, to reinforce empowerment role of woman in society.
- Volunteer at social integration events developed by Extreme Response, since 2013

CERTIFICATIONS:

- Expert in Design Thinking, Methodology for Success in Innovation by MIT USA 2021
- International Certification in Coaching Life & Leadership 2019
- Women in Senior Management Program 2017
- Project Management PMBOCK 2016
- Advanced Negotiation Program 2016
- Family Business Administration 2015
- Executive Finance Program 2015

LANGUAGES

- Spanish Fluency
- English (B2+)