



Financial, Commercial, and Operational Strategy. Project Management. Strategic Planning. Financial Analysis. Risk Management. Profitability. Cash Flow Management. Budget Development and Management.

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Profile: I am responsible, tenacious, optimistic, and honest. I possess strong analytical and problem-solving abilities, effective communication skills, innovation, adaptability, and excel at teamwork while fostering agreements.

Objective: My goal is to assume a managerial position in a company seeking to ensure the effective management of its financial resources, maximize financial efficiency and profitability, facilitate strategic decision-making, and guarantee the optimal structure of the organization's assets.

Education: 1993 - 1997 Lic. En Contaduría Pública. UNAM

Software: Office. Excel avanzado, SAP, JE, HP, Navition.

Professional Experience.

During my professional career, I have had the opportunity to hold key roles in various organizations where I have made significant contributions to business growth and success. Here, I highlight some of the most notable milestones and achievements in my career.:

Director of Finance Poliformas Plásticas 2020-2023: I led financial, commercial, and operational strategies that provided financial stability to the organization. Some of my notable responsibilities and achievements include:

Strong Financial Results: We achieved profits of 15 million Mexican pesos (MDP) in 2021 and 12 MDP in 2022, reversing three consecutive years of losses.

Efficient Cash Flow Management: We generated a cash flow of 20 MDP in 2021 and 17 million in 2022, focusing resources on high-rotation products and cash sales to optimize resources.

Financial Strengthening: We secured bank financing of 31 MDP, strengthening the financial position through a debt capitalization of 50 million and improving working capital.

Increased Cash Sales: We increased cash sales volume from 26% to 35% of total sales, prioritizing customers with good credit history and high-rotation products.

Financial Planning Manager en la Universidad del Valle de México 2016-2019: I participated in the implementation of management systems that helped improve revenues and reduce costs across 36 campuses. Among my main responsibilities and achievements:

Reduced Student Attrition: I participated in the implementation of a corporate management system that reduced attrition from 19% to 17%, equivalent to 130 million Mexican pesos (MDP).

Increased Revenues: I participated in the implementation of student recovery strategies, generating additional revenues of 80 MDP in the first year and 100 million in the second year, with a 40% margin.

Financial Planning Improvement: We successfully restructured financial information, defined record and presentation criteria in compliance with regulations, providing clarity of information and enabling better analysis.

Long-Term Vision: We achieved a long-term business outlook by developing five-year financial projections.

Risk and Opportunity Management: We implemented a financial budget and forecast that allowed us to assume risks and seize opportunities in a timely manner.

Team Leadership: I formed and led a high-performance team, ensuring the achievement of key performance indicators through continuous training and motivation.

Long-Term Planning: We visualized the business's behavior over five years through budgeting and financial projections across 36 campuses.

Risk and Opportunity Management: We implemented a financial forecasting process that allowed us to address risks and opportunities more timely.

Resource Optimization: We allocated and optimized resources in more profitable projects, analyzing and executing low-risk investment projects.

Finance Director Human Partners S.C 2015: We laid the foundations for the institutionalization of the organization. Among my achievements and responsibilities:

Corporate Governance Implementation: We established a robust corporate governance implementation process in just six months, aimed at improving the financial stability, management processes, and transparency of the organization.

Financial Information Optimization: We restructured financial information according to financial information standards (NIFs) and defined presentation criteria.

Financial Planning Manager Pearson Education Mexico 1997-2014: I played a crucial role in efficiently managing information and all financial indicators for three regions: Mexico, Central America, and the Caribbean. Among my responsibilities and achievements:

Long-Term Planning: We provided a vision of financial behavior over the next five years, developing and managing budgets and financial projections for the three regions.

Information Consolidation: We unified financial information from the three regions, implementing a financial model to standardize financial information.

Financial Forecasting: We provided a clearer view of the annual results and deviations from the budget through region-specific forecasts to address the impact of risks and opportunities.

Implementation of Financial Indicators: We defined financial indicators by business line in each region, developing projected income statements and cash flows for each unit.

Resource Optimization: We evaluated and allocated resources to profitable and low-risk investment projects.

Cash Flow Improvement: We reduced a debt from 300 MDP to 90 million and improved cash flow conversion from 75% to 85%.

My career has been marked by significant achievements in financial management, strategic planning, and team leadership, contributing to the success and growth of the organizations I have worked for. My consistent focus on continuous improvement and informed decision-making has been a constant throughout my professional journey. I look forward to embracing future professional challenges with passion and dedication.