



David Hernández Pérez



Lead digital and operational transformation processes with measurable impact on efficiency and profitability. Coordinate strategic and technological projects at the C-level, from planning to execution. Specialist in project governance, IPOs, and regulatory compliance in highly regulated sectors. Proven ability to scale teams and processes in global organizations. Proficiency in agile and traditional methodologies (waterfall), enterprise architecture frameworks, and modern management tools. Sustainable results through key indicators and continuous improvement.

*Due to the nature of **projects and consulting**, several of the roles I performed were temporary, outsourced, or specific assignments. Even so, my **commitment and results have been consistent**. Today, **I am looking to establish myself in a long-term position** within an organization where I can grow and contribute in a sustained manner.*

CITIBANAMEX | Strategic Initiatives & IPO | VP C13 📍 Mexico City | Nov 2023 – May 2025

I led the Strategic Projects Office (Global Function's Legacy Franchise & ICG), achieving a clean, timely separation at LD1. I also headed the Continuous Improvement Office during the transformation and divestiture process of Banamex in Mexico. I coordinated cross-functional teams focused on redesigning operating models, processes, structures, and technology tools with a customer-centric, value-capture and efficiency-driven approach.

I directed the full coordination of the Banamex IPO, aligning executive teams, functional areas, and external advisors to ensure strategic, regulatory, and operational coherence. Participated in the Minute-by-Minute Plan and Command Center during the critical LD1 transition. Led the preparation of strategic documentation and presented it in key forums such as Working Groups, Tollgates, and Operative Forums.

Key Achievements:

- +35% improvement in cycle time and -25% cost reduction across 10+ business units.
- Delivered \$12.5M USD in strategic initiatives through strong business cases.
- 100% compliance with governance model and regulatory audits.
- IPO valuation exceeded analyst expectations by +18% with +30% institutional interest.
- Designed and implemented post-IPO operating model: +25% in efficiency, -12% in structural costs.

NEKT GROUP | PMO (External Consultant) 📍 Remote | Aug 2023 – Jan 2024

I established a fully operational PMO from scratch within six weeks. Standardized processes based on the TOGAF framework, implemented real-time KPI tracking, and upskilled the team in agile and hybrid methodologies.

Key Achievements:

- +35% increase in operational efficiency.
- -28% reduction in rework.
- Centralized project portfolio enabled real-time executive visibility over 15+ initiatives.

SYNERGY BUSINESS SOLUTIONS | Consulting Partner 📍 Remote | Mar 2023 – Dec 2023

Developed the "Resilient Supply Chain" training program, focused on risk management and crisis response.

Key Achievements:

- -20% reduction in client disruptions during crises.
- +25% improvement in response time.
- +30% adoption of risk management best practices.
- Client satisfaction rating: 4.3/5.

PROFESSIONAL PROFILE

I lead complex technological and operational transformation projects with measurable impact on efficiency, compliance, and financial results. I specialize in translating business strategy into real, measurable execution—even in highly regulated environments. I have worked across technology, retail, finance, consulting, and energy sectors, consistently focused on generating value through leadership, structured methodology, and a continuous improvement mindset. I am currently seeking a long-term role within an organization with a clear vision and strategic challenges where I can consolidate my career and deliver structural solutions.

PROFESSIONAL OBJECTIVE

To join an organization where I can lead operations, transformation, or technology efforts at a C-level capacity, contributing strategic vision, execution capability, and proven experience in optimization, innovation, and achieving business goals in dynamic and highly regulated environments.

EDUCATION

- DBA in Business & Senior Management | UNINNOVA
- MBA in Finance | ITESM (Tecnológico de Monterrey)
- BSc in Communications & Electronics Engineering, with specialization in Intelligent Automatic Control | IPN

CERTIFICATIONS

PMP® · Scrum Master · Lean Six Sigma Black Belt · SAFe® · The Magic of Service Based on the Disney Model · TOGAF · ITIL · Kanban · CommVault Solutions Architect · Mambu · 3G · LTE · IP · RBS 6000 · Soft Skills by ITESM

DELOITTE | Manager TIER 3 📍 LATAM | May 2022 – Feb 2023

Managed 34 team members and led high-impact projects for clients such as CitiBanamex, Santander, and Chubb. Identified growth opportunities that increased revenue by +15%. Maintained >90% client satisfaction and 98% delivery quality. Reduced operational costs by 12% in two client organizations.

GLOBANT | PM / Scrum Master 📍 Remote / LATAM | Oct 2020 – May 2022

Managed 300+ team members across five countries for clients including GNB - BBVA Paraguay, Viva Aerobús, UMVEL, ETB Colombia, and BHD León. Launched "Tu Pana" app (+100K downloads) and led successful Salesforce implementation with 90% adoption.

Key Achievements:

- Sustained profitability: 18–25%.
- Recovered two months of project backlog.
- Maintained talent turnover below 10%.

GRUPO GIGANTE | Head of Systems (Project-Based) 📍 Mexico City | Nov 2019 – Oct 2020

I implemented SAP S/4HANA, Oracle Unifier, IFRS16, and PCI N1 across business units including Office Depot, Petco, Toks, GGI, among others.

Key Achievements:

- -30% reduction in infrastructure costs via cloud migration.
- -15% reduction in deployment times.

CIFX | COO (Co-Founder) 📍 Mexico City | Nov 2017 – Oct 2019

Led operations and finance. Achieved +60% revenue growth with clients such as IMSS and OMRON. Reduced CAPEX/OPEX by -20% and we maintained a customer satisfaction rating of 5/5. The company dissolved due to personal circumstances involving the lead investor.

ENEL Green Power | Project Delivery Manager 📍 Mexico & LATAM | Sep 2016 – Aug 2018

I managed 11 simultaneous renewable energy infrastructure projects for clients such as FEMSA, Nestlé, GM, among others. The role was phased out due to regulatory reform.

Key Achievements:

- +30% annual revenue increase.
- 95% uptime across 14,000+ service points.

PALO TINTO NETWORKS | PMO 📍 Mexico City | Jun 2015 – Sep 2016

I earned ISO 9001:2000 certification within 12 months and successfully led tenders >95% in key projects for public and private clients such as TSJ-DF, ASF, Acciona. Transferred to ENEL due to my outstanding performance.

Key Achievements:

- 95% availability at +14,000 service points.
- Profit margins of 15%–40%.

ERICSSON | Regional SPOC – NDS Mexico, USA & Brazil 📍 Mexico City | Nov 2012 – May 2015

Led 100+ engineers in the Network Integration Center (NIC) and served as key liaison with major carriers including Telcel, AT&T, VIVO, among others.

Key Achievements:

- 300+ consecutive days without outages.
- -20% reduction in issue resolution time.
- +10% improvement in operational efficiency.

TOOLS

Jira · MS Project · Asana · Trello · Confluence · PTS · GitLab · Canva · Minitab

LANGUAGES

Spanish: Native
English: Advanced (C1)