

Alfredo Pérez Ovilla

Strategic leader with a proven record driving operations, teams, and financial performance through a results-oriented, sustainable approach. Experienced across consulting, public administration, and entrepreneurship, I turn strategic goals into measurable outcomes. Skilled in revenue planning, budgeting, and governance, I lead with operational discipline, regulatory compliance, and data-driven decision-making that foster growth, innovation, and high-performing teams.



Operations Manager – Impulsora de Negocios (Holding company of Restaurante Loreta and Boutique Encanto de Luna) San Cristóbal de las Casas, Chiapas | 2020 – Present.

Since 2020, I have led the operations and strategic development of **Impulsora de Negocios**, a holding company managing two business units — *Restaurante Loreta* and *Boutique Encanto de Luna*. My role encompasses **business planning, financial management (P&L), tax compliance, and performance-driven team leadership**.

Under my leadership, **Loreta increased its net profits by 5% between 2022 and 2023 and by 8% between 2023 and 2024**, strengthening its profitability and local market positioning. *Encanto de Luna* reached its **break-even point within four months of launch**, ensuring early operational sustainability. The group currently employs **nine team members** under my direct supervision.

Additionally, I implemented **digital marketing and local partnership strategies** that enhanced customer loyalty, brand reputation, and commercial efficiency. This leadership experience has allowed me to consolidate a **profitable, adaptive, and fully integrated business model** in competitive markets.

Deputy Treasurer of Municipal Revenues — Government of Tuxtla, State of Mexico | 2016 – 2018.

I was responsible for the municipality's **revenue strategy and overall fiscal solvency**, managing an annual income budget of **MXN 1.555 billion**. Under my leadership **tax revenue grew of +10.3% in 2017 and +25.5% in 2018**, setting a record in local tax collection.

During my tenure, **Fitch Ratings upgraded the municipality's credit rating from BBB to BBB+**, driven by the implementation of stronger internal controls, fiscal transparency policies, and efficiency measures. I coordinated efforts with the industrial sector, state, and federal authorities to enhance compliance processes and led the design of the **Annual Revenue Budget**. I also introduced **anti-corruption strategies** that strengthened fiscal governance and institutional credibility.

Economic and Policy Advisor — CONAGO (National Conference of Governors, Technical Secretariat) | 2015 – 2016.

Provided **economic and fiscal advisory** to the Technical Secretariat of the National Conference of Governors, supporting the implementation of the **Special Economic Zones project** in-

Professional Profile & Career Objective.

I am a strategic and results-driven professional with over a decade of experience in **financial management, corporate strategy, tax compliance, consulting, and business development** across both the public and private sectors. My career reflects a combination of financial vision, operational leadership, and strategic execution oriented toward measurable results.

I specialize in **designing efficient structures, implementing profitable management models, and leading high-performance teams** that deliver productivity, continuous improvement, and regulatory compliance. Throughout my career, I have guided multidisciplinary teams toward operational excellence and sustainable growth through data-driven decision-making and sound governance.

I am particularly interested in opportunities that require **strategic leadership, business development, financial planning, corporate governance, and high-impact project management** contributing to organizational growth and long-term value creation.

collaboration with the governments of **Veracruz, Chiapas, and Campeche**. This initiative focused on **fiscal incentives and regulatory simplification** to drive regional investment.

I also participated in organizing the **2016 Annual Plenary Meeting** held in Toluca, which gathered the **32 state governors**, contributing to the drafting of the **official resolutions and meeting minutes**. This experience strengthened my understanding of **fiscal federalism, intergovernmental coordination, and public-private collaboration** in the design of sustainable economic policies.

Transfer Pricing Associate (Staff 1) — KPMG Mexico | 2011 – 2013.

I was part of the **Transfer Pricing team within the International Tax Division**, directly serving corporate groups such as **Grupo Carso** and **Grupo Ángeles**. I personally managed approximately **four simultaneous projects**, each with a two- to three-month delivery cycles, rising to **seven concurrent engagements during peak seasons**, a workload that required precise coordination, analytical rigor, and adherence to tight deadlines.

All transfer pricing studies under my responsibility were delivered **on time and without any audit observations** from tax authorities, ensuring full compliance with **OECD and Mexican Income Tax Law (LISR)** regulations. This role strengthened my expertise in **economic modeling, documentation quality, and client relationship management**.

2013 – 2014 | Academic Transition.

During this period, I **resigned from KPMG to prepare intensively for my English language exam** required for graduate studies abroad. After successfully passing, I dedicated the following months to reinforcing technical and economic knowledge in preparation for my postgraduate program. This transition was a **deliberate, structured step toward academic and professional advancement**.

Education.

MSc in Economic Policy (coursework completed) — University College London (UCL), United Kingdom | 2014 – 2015.

Bachelor's Degree in Economics — Tecnológico de Monterrey (ITESM), State of Mexico Campus | 2005 – 2010 · Graduated with Honors · Academic Excellence Scholarship.

Certifications & Training.

Labor Competency Certification in Municipal Revenues — IAHEM | 2018.

Harvard ManageMentor Program — Dextro / Harvard Publishing | 2009.

Languages & Skills.

Languages: Spanish (native), English (advanced, C1 equivalent)

Technical Skills: Proficient use of Excel, financial modeling, budget planning, economic analysis, strategic management, team leadership, and business development.