

Carlos Iván Cobb Chew



Lead high-performance, multidisciplinary teams to design and develop businesses built on financial products for corporations and individuals. Manage national and international financing programs, venture capital investments, and executive training initiatives. Define and execute strategies that drive business growth and consolidation. Design and develop financial technology platforms that enable sustainable business expansion.

Vehicle Product Director – PrestaPrenda Grupo Salinas | 2025 – Present.

Creation of a new strategic business vertical with a profitable, scalable model and integrated risk control framework.

Strategic Results:

- MXN \$150 million originated in initial phase.
- MXN \$120 million active portfolio.
- 1,200+ vehicle-backed loans granted.
- 96% performing portfolio ratio.
- MXN \$10 million net contribution.
- Nationwide operation across 1,100+ branches.
- Development of a fully integrated digital product (life insurance, auto insurance, and GPS included).
- Financing up to 80% of vehicle value with operational risk control mechanisms.

Commercial Director – Pawn Lending Division Nacional Monte de Piedad 2024.

Responsible for Institutional Marketing & Advertising, Customer Service Center, and New Business Innovation.

- Implementation of new risk model across 301 branches nationwide.
- Transformation toward a fully Digital Pawn Lending model.
- Accelerated growth of the auto-backed lending business (Autoavanza).

Deputy Director – Pawn Products & Real Estate-Backed Lending Nacional Monte de Piedad | 2021 – 2024.

- 5.5% increase in loan origination.
- Scaled Autoavanza portfolio from MXN \$401 million to MXN \$1.154 billion.
- Launch of real estate-backed liquidity product.

PMO, Strategy & Control Director Grupo Financiero Bx+ | 2019 – 2021.

- Annual portfolio management of MXN \$100 million.
- 92% on-time delivery efficiency of strategic projects.

Director of Alternative Channels & Venture Capital Programs Nacional Financiera | 2001 – 2019.

- Structured 56 venture capital funds (MXN \$8.23 billion).
- 100,000+ suppliers onboarded to financial platforms.
- MXN \$50 billion in factoring and credit portfolio.
- MXN \$1 billion deployed in post-earthquake financing programs.

BBVA Bancomer | 1984 – 2001 Development of digital solutions and financial products for SMEs.

Executive Profile.

Chief Executive / Senior Executive with extensive experience leading financial institutions and nationwide business units. Specialist in building new business verticals, structuring complex financial products, driving digital transformation, and implementing comprehensive risk management frameworks.

Proven track record in:

- Building and scaling businesses from inception.
- Managing portfolios exceeding MXN \$50 billion.
- Innovating digital financial products.
- Optimizing profitability and operational efficiency.
- Leading high-performance, multidisciplinary teams.
- Focused on sustainable value creation, strategic expansion, and profitable growth.

Education.

- MBA – Universidad del Valle de México UVM.
- Bachelor's Degree in Computer Systems – UVM.
- Senior Management Program in Private Equity – IPADE Business School.

Software.

Microsoft Office, Miro, Pivotal Tracker.

Languages.

Spanish (Native)
English (Professional Proficiency)