



## Yunielis Rodríguez López

### Finance & Operations Director | Turnaround | EBITDA & Cash Flow.

Senior executive with over 15 years of experience leading finance, operations, and administrative functions across multinational B2B and retail environments. Specialized in turnaround strategies, EBITDA generation, working capital optimization, and business transformation under high-pressure financial scenarios.

Proven track record in restructuring, financing, and operational efficiency, successfully transforming loss-making companies into profitable operations while strengthening corporate governance and enabling data-driven decision-making.

Extensive experience in international trade, SAP S/4HANA implementation, high-impact negotiations, and alignment with global headquarters.

#### Finance & Administration Director Centrax S.A. | October 2025 – Present.

- Directed finance, administration, and operations for a business generating **\$200M MXN (~€10M) in annual revenue**, overseeing five group companies.
- Managed international trade operations with **\$120M MXN (~€6M) in annual imports**, including 4 monthly containers from Europe and 20+ monthly operations from the U.S. and other regions.
- Led a cross-functional team of **9 direct reports** across finance, accounting, logistics, warehouse, and procurement.
- Structured and secured **\$16M MXN in external financing**, ensuring operational liquidity.
- Renegotiated and restructured **€600K supplier debt**, optimizing cash flow and maintaining business continuity.
- Implemented financial controls, dashboards, and working capital discipline to enhance visibility and executive decision-making.
- Led the creation and structuring of new entities to support business diversification and value creation.

#### Finance, Operations & Administration Director NATMX S. de R.L. | 2020 – 2025.

- Led full financial, operational, and administrative functions across **14 retail locations**.
- Drove a complete business turnaround, moving from losses to **+18% EBITDA within two years**.
- Reduced working capital by **15%** through strategic renegotiations with suppliers, landlords, and key clients.
- Spearheaded **SAP S/4HANA implementation** and consolidated financial reporting.
- Oversaw logistics, inventory management, import operations, and customer service with a focus on operational efficiency and profitability.
- Ensured financial control, accounting close processes, tax compliance, and SOX adherence.

#### Finance & Administration Director Internacional de Rosticeros S.A. | 2018 – 2020.

- Implemented **KANBAN methodology**, achieving a **10% reduction in raw material costs** in a highly volatile steel market.
- Redesigned pricing and commercial strategy, reducing **obsolete inventory by 70%** and releasing working capital.
- Optimized financial and accounting processes, reducing monthly closing time by **25%**.
- Strengthened alignment between finance, operations, and commercial teams to improve overall efficiency and profitability.

#### Finance & Administration Director Rational México S.A. | 2011 – 2017.

- Led the launch of the Mexican subsidiary, building the financial, administrative, and operational structure within **6 months**.
- Managed full financial operations including budgeting, cash flow, tax compliance, and audits with PwC.
- Supported business growth exceeding **€2M in revenue**, maintaining cost control and profitability.
- Led SAP implementation and strengthened internal controls.
- Acted as a strategic liaison with headquarters in Germany and Switzerland.

#### Core Competencies.

- Finance Leadership.
- Financial Planning & Analysis (FP&A)
- EBITDA & Profitability.
- Working Capital & Cash Flow Management.
- Business Strategy.
- Turnaround & Business Transformation.
- Internal Controls & SOX Compliance.
- SAP S/4HANA, SAP. FI/CO, SAP SD.
- Supply Chain & Operations.
- Strategic Negotiation.
- Cost Management.
- Multinational Financial Reporting.
- Cross-functional Team Leadership.
- Corporate Governance.

#### Key Achievements.

- Turned losses into **+18% EBITDA**.
- Secured **\$7M MXN recovery** through strategic negotiation.
- Reduced logistics costs by **20%**
- Optimized working capital by **15%**
- Led **SAP S/4HANA implementation**.
- Reduced obsolete inventory by **70%**

#### Education.

- Master's Degree in Finance — Universidad de La Rioja (2025)
- Bachelor's Degree in Economics — University of Havana
- Bachelor's Degree in Law — University of Havana

#### Certifications & Tools.

- SAP S/4HANA.
- SAP FI / CO / SD.
- Salesforce, Siebel.
- FP&A / Budgeting / Forecasting.

#### Languages.

- Spanish: Native.
- English: Fluent.