



Marina De Jesús Rosales Morales.

Finance Director | Regional Controller | Financial Transformation & Cash Optimization Leader
Senior finance executive and operational leader specialized in financial transformation, ERP implementation, and strengthening controllership frameworks under SOX compliance standards. Proven track record driving direct impact on cash flow, operational efficiency, and financial control within complex regional environments. Recognized for leading cross-functional teams with a sharp focus on execution, standardization, and strategic decision-making.

SKF. America Financial Operations Center Director. | August 2022 – Present.

Spearhead the transformation and consolidation of regional financial operations under a Shared Services Center model, integrating 8 countries and standardizing key processes (P2P, O2C, R2R) to strengthen control, operational efficiency, and financial visibility.

Drove the deployment and stabilization of SAP, successfully reducing the month-end closing cycle from 5 to 4 business days and enabling post-closing financial analysis for the first time.

Developed a robust accounting reconciliation and control platform, increasing accuracy to 98%, eliminating 58% of accounts through structured account cleaning, and improving compliance with closing policies from 10% to 78% within the established period.

Led a 20% reduction in finance department costs through standardization, automation, and resource optimization, strengthening the regional operating model and elevating organizational efficiency.

CH Robinson México. Sr. Finance Manager | October 2020 – July 2022.

Directed the implementation of financial controls and working capital optimization strategies, aligning accounts payable and vendor management processes with business objectives.

Increased cash flow by 12% through enhanced vendor selection, payment terms negotiation, and strict financial discipline, strengthening organizational liquidity and operational capacity.

Complemented these initiatives by leading month-end closing, financial planning and analysis (FP&A), and reporting, ensuring timely visibility for strategic decision-making.

Logrand Entertainment Group. Corporate Controller | January – September 2020.

Assumed accountability for structuring the corporate financial closing process within a multi-unit environment (15 casinos), implementing a disciplined calendar and an executive reporting package.

Successfully accelerated the closing cycle from 8 to 5 days, improving the quality and timeliness of financial data delivered to executive management.

Strengthened financial statement reviews and variance analysis, increasing control and transparency across the group's financial operations.

General Electric (GE) Various Financial Leadership Roles | 2000 – 2019.

Healthcare. **Operational Controller for CALA & Mexico** | 2018 – 2019.

Global Operations Finance. **LATAM Corporate, Capital, Lighting Financial Closing & Reporting Leader** | 2014 – 2018.

Global Operations. **Andean Region Controller & Peru Country Leader** 2012 – 2014.

Centro de Ingeniería Avanzada en Turbomáquinas. **Senior Controller** | 2005 – 2012.

Treasurer / Billing Coordinator | 2000 – 2005.

Other Positions Held:

New York Life Seguros Monterrey | Reconciliation Supervisor | 1998 – 2000.

Servicios Profesionales en Contabilidad | Senior Accountant | 1995 – 1998.

Professional Profile.

Senior finance executive with extensive experience leading regional operations across highly complex multinational environments such as GE, SKF, and CH Robinson. Built a successful career driving financial transformation, strengthening controllership frameworks, and leading shared services centers with a focus on efficiency, compliance, and strategic visibility.

Core strength lies in aligning financial execution with business strategy, delivering a direct impact on cash flow, operational control, and executive-level decision-making.

Specialized in ERP implementation and strengthening controllership models under SOX standards within complex regional structures. Recognized for leading cross-functional teams with a focus on execution, standardization, and strategic alignment.

Education.

Master of Business Administration (MBA) – Universidad Autónoma de Querétaro.

Bachelor of Science in Accounting. Universidad Autónoma de Querétaro.

Certifications.

Six Sigma Green Belt.
Advanced Finance Management.
Leadership Development Programs.

Money Laundering Compliance.

Languages.

Spanish – English.