

Mauricio Serna May 19, 1993 (31 years old) Monterrey, Mexico +52 81 1275 5870 mauricio@serna.ca in linkedin.com/in/mauricioserna

& CV Versión Español:

Updated CV

mauricio.serna.ca



Version: July/03/2024

Areas of Interest

- **Finance**
- Management
- Strategic Planning
- Marketing
- Information Technology

Employment History

PRITCHARD

2024-Present: Pritchard industries, Remote.

Apr 2024-Present: Sr. Finance Manager. Sr FP&A Manager, and OneStream Admin.



2018-2024: Johnson Controls, Monterrey, México.

Oct 2022-Mar 2024: Finance Manager. Commercial and Digital Finance Manager for North America.

Aug 2021-Oct 2022: Lead Financial Analyst. IT and Corporate Finance Partner for North America.

Oct 2020-Aug 2021: Sr Pricing Analyst. Pricing Models, Commercial Strategies and Projects for North America.

Sep 2019-Oct 2020: Sr Financial Analyst. Commercial and Field Finance on the Security BU for North America.

Jun 2018-Sep 2019: Financial Analyst. Commercial Finance on the Security BU at North America.



AUTLAN 2017-2018: Autlan (Mining Company), Monterrey, México.

Strategic Planning Analyst. Monthly P&L Forecast of the entire organization. Support in the preparation of the yearly Budget. M&A and Due Diligence activities. Strategic Projects (With McKinsey and Kearney). Among other activities.



2017: Citibanamex (Citi Bank Branch in Mexico), Monterrey México.

Commercial/Enterprise Banking Analyst. Credit analysis. Financial statement analysis. Exhibit credit analysis to Credit/Risk Committees. Business relations with customers as a Jr Banker.

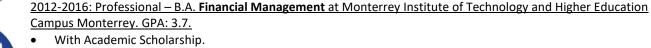
Education



2020-2022: Postgraduate MBA and Specialization in Marketing – at Universidad de Monterrey.

MBA: GPA 4.0 - Honorable Mention and member of Beta Gamma Sigma (BGS).

Specialty in Marketing and Commercialization Strategies: GPA 4.0



- Collaborator with the SALAF Board (Alumni Society of the Finance BA) 2012-2013.
- Coordinator in Production and Web Design of the "Denarius 2013" Symposium.
- Social Service in CCA: Tutors Coordinator and I was nominated for the award "Servicio con Sentido".
- VP of Development and Promotion in the Board of IMEF University (Mexican Institute of Finance Executives) 2014.



2014: Professional – Exchange – Business/Finance at Hanyang University at Seoul, South Korea (Aug-Dec 2014). Took the following courses: Global Business & Samsung; Business Communication Strategy; Global Business Ethics; Advertising & Promotion; Derivative Securities; Money & Banking; and Cultural Activities.

Certificates

Advisor on Investment Strategies Series 210 (Figure 3)

Mexican Association of Stock Institutions (AMIB - Asociación Mexicana de Instituciones Bursátiles)

November 2016

AMIB

Credit Coach: Comercial Lending - Acso Markets

Moody's Analytics *October 2017*

Moody's

Risk Analytics

Citibanamex April 2017

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Bloomberg Market Concepts (BMC)

Bloomberg April 2016



Certificates by ITESM Monterrey:

- Immersion Certificate in Business "Certificado de Inmersión en los Negocios (CIEN)"

- Mobile Devices & Networks Programing "Programación de Dispositivos Móviles y Redes"

May 2012



Certificates by International Baccalaureate (IB):

- Business & Management

- ITGS (Information Technology in a Global Society)

- English B May 2012



Languages

- Spanish (Native)
- English (TOEFL ITP 607) Advanced

IT Knowledge

- Oracle: Smart View, HFM, Essbase Advanced
- OneStream Advanced
- Smartsheet Advanced
- VBA (Excel) Advanced
- Power BI Medium
- SQL Basic
- Tableau Basic
- Bloomberg (Bloomberg Market Concepts Certificate)
- FactSet; Economatica; SiBOLSA –Advanced
- Stock Market: KUSPIT and GBM (Personal Investment in BMV and SICs) Medium/Advanced
- EViews; Octave (MatLab) Medium
- Microsoft Office Advanced
- Windows OS & Mac OS Advanced
- Adobe (Photoshop, After Effects, Premiere Pro & Audition) Advanced
- Network Management (Wireshark, FTP, HTML & PHP) Advanced
- And Others...