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Updated CV
 &
 CV Versión Español:
mauricio.serna.ca



Version:
 July/03/2024

Areas of Interest

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

Employment History



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.



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

2012-2016: Professional – B.A. **Financial Management** at Monterrey Institute of Technology and Higher Education Campus Monterrey. GPA: 3.7.

- With Academic Scholarship.
- 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

<p>Advisor on Investment Strategies Series 210 (Figure 3) Mexican Association of Stock Institutions (AMIB - Asociación Mexicana de Instituciones Bursátiles) November 2016 AMIB</p> 	<p>Credit Coach: Comercial Lending - Acso Markets Moody's Analytics October 2017 Moody's ANALYTICS</p>
<p>Risk Analytics Citibanamex April 2017</p> 	<p>Bloomberg Market Concepts (BMC) Bloomberg April 2016</p> 
<p><u>Certificates by ITESM Monterrey:</u> - Immersion Certificate in Business "Certificado de Inmersión en los Negocios (CIeN)" - Mobile Devices & Networks Programing "Programación de Dispositivos Móviles y Redes" May 2012</p> 	<p><u>Certificates by International Baccalaureate (IB):</u> - Business & Management - ITGS (Information Technology in a Global Society) - English B May 2012</p> 

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...