

Carlos Ron Martínez

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Date of Birth: 13 December 1992

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Education

MiFIDII Financial advisor certification 2016
Lancaster University, Lancaster, United Kingdom 10/2012 – 06/2014

- BBA Hons European Management
- Dissertation on banking and its role in society with especial focus on the development of middle classes in emerging markets
- Course delegate of Economics and Corporate Finance, representing more than 300 students

Universidad Pontificia de Comillas - ICADE, Madrid, Spain 09/2010 – 06/2012

- International Business Administration Degree – E4 Program. A grades in Corporate Finance and Business Strategy

Working Experience

Importrust Car Company, Spain (Car importation) – Country Manager 2024 - Present

- Founded and led the launch of Importrust's operations in Spain, building the company from the ground up into a fully functional vehicle import platform connecting major European markets. Designed and implemented the entire importation flow — from sourcing, logistics, and compliance to client delivery and after-sales — achieving over **280 vehicles imported in the first year**. Oversaw financial planning, pricing strategy, and operational efficiency, while managing partnerships with European suppliers, transport companies, and regulatory entities. Spearheaded the company's digital and process automation framework, setting the foundation for scalable growth in the Spanish market.

Viable Capital Partners, Spain (Financial advisory and investments) – Partner 2019 - Present

- Financial advisory, debt restructuring, refinancing and EBITDA driven business plans. Also involved in term sheet compliance with banks and public organizations to achieve public and private financing. Elaboration of Balance sheets, P&Ls and Cash management of medium to big size companies. Reporting to senior positions. Contact with UK and Spanish based investment funds

Vitheras, Asturias, Spain (Winery) – Founder and CEO 2014 - Present

- Financial management, human resources management, production planning and logistics and commercial functions. Remarkable achievements with the company as gold awards in international wine contests or strong media impact in Spain
 - Doble Medalla de Oro CWSA 2018 (Hong Kong)
 - Medalla de Plata IWSC 2018 (UK)
 - Medalla de Oro CWSA 2016 (Hong Kong)
 - Medalla de Oro CERVIM 2015 (Italia)
 - Medalla de Plata Concurso Bacchus 2016 (España)
 - Medalla de Plata IWSC 2016 (Reino Unido)
 - Medalla de Oro CWSA 2017 (Hong Kong)

Berenguela EAI (Advisory and Consultancy) – Founder and Director 2018 – Present

- Creation of an advisory company for companies over 10M€ revenue. Providing advisory in restructuring, legal, M&A, successions and direct lending. Offering 1st tier quality advisory

services to a wide middle and big companies market in an atmosphere of banking finance shortage

**Panda Agriculture and Water Fund
& Japan Deep Value (Asset Management) – Markets**

2016 – 2018

- Participation in the investments decisions of the fund, definition of investment philosophy, assistance to investment committees, and fund raising

UBS Investment Banking, Madrid, Spain (M&A) – Generalist

2015

- Involvement in deals related with Real State, TMT, Healthcare or Energy sectors. Analyst functions in transactions like IPOs, Capital increases or mergers

Lazard Freres, Madrid, Spain (M&A) – FIG & Generalist

2014 – 2015

- Involvement in deals related with FIG, Real State, Energy and Infrastructure sectors doing analyst functions and the opportunity to be involved in most relevant deals of Spanish economy being immersed in direct /significant information

Deloitte, London, UK (Audit) – Banking & Capital Markets group

2013

- External auditing at *Tullett Prebon* and Forensic department

**MAPFRE S.A International Insurance Company,
Madrid, Spain – Finance department**

Summer 2012

- Shareholders relationships, elaboration of first half reports, Conference Call and subsidiaries accounting consolidation. Client advisory on insurance products, pension funds and long term financial products. M&A: Analysis of last M&A Processes of the company

Skills

- **Computer skills:** Full professional skills in Microsoft 365 and Dynamics 365
- **Languages:**
 - **Spanish:** Native language
 - **English:** Fluent and full professional competences
 - **French:** Intermediate level