

LAURA MARÍA RON MARTÍNEZ

Spanish / Married / 39 years old

WORK EXPERIENCE

2017 – Present METYIS (Formerly YGROUP COMPANIES)

Involved in selling and managing strategical projects (more than 1M€ in billing per year) within Financial Industry, including Fintechs, traditional banks, insurance companies and Real Estate companies. Furthermore, I collaborate in developing new markets (Mexico), managing and leading internal teams such as Spain's staffing, Recruiting and Knowledge management team and women@metryis Spain. I'm the youngest member of the Partner's and Director's Committee

- **DIRECTOR:** **Madrid (Spain)**
 - Main Projects 2021 - Present:
 - Spain's network development plan for one of the Spanish main banks
 - Home insurance action plan for one of Spain's leading insurance companies
 - Analysis, design, and implementation of a Synergies Plan for an asset management company (confidential).
 - Integration Plan for an asset management company (confidential).
 - Development of a section of the Digitalization Plan for an International Bank
 - (confidential): New Banking APP: Analysis of the value proposition, functionalities, and UX.
 - Opening Mexico for Metyis: Contacting and proposing to different potential clients in the FFSS sector
 - Main Projects 2020 – 2019: Design and launch of Imagin (three apps: Imagin, ImaginTeens and ImaginKids) CaixaBank's Fintech. Director of the team in charge of the designing the contents of the apps, just as the launch of the apps
 - Other responsibilities:
 - Spain, Mexico and KSA Staffing Leader, and member of Metyis Global Staffing committee
 - Co-leader of knowledge management and recruitment team
 - Spain's women@metryis leader
- **PRINCIPAL** **Madrid (Spain)**
 - Main Projects 2018 – 2017:
 - Set up of FinanDia (CaixaBank and Dia): Responsible for setting up the deal between CaixaBank and Dia for creating FinanDia, small credit institution for granting consumer credits to Dia's customers
 - Design and implementation of new renting model - vehicles - (Banc Sabadell): Responsible for defining the new model of renting as part of the mobility branch of Banc Sabadell
 - PMO Integration of BPI (Grupo CaixaBank): Responsible of the team in charge for integrating the business model of BPI under CaixaBank's standards

2015 – Present VITHERAS S.L. WINERY (Entrepreneur)

- **SHAREHOLDER & MANAGEMENT BOARD MEMBER** **Asturias (Spain)**

2016 – 2017 ROLAND BERGER

- **SENIOR CONSULTANT 2** **Madrid**
(Spain) Involved in different projects within Financial Services industry, specifically in both Real Estate (Servicers - SOLVIA) and Financial Risk Sector (Collections and Recoveries) for leading companies

2014 – 2016 MINSAIT (Formerly INDRA BUSINESS CONSULTING)

- **MANAGER** **Madrid & Barcelona**
(Spain) Definition and implementation of core projects for leading Spanish Real Estate Servicer
- **SENIOR CONSULTANT** **Madrid & Barcelona (Spain)**
Portfolio migration process from the main Spanish Real Estate Holder to the leading Spanish Real Estate Servicer

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- 2012 – 2014 BLUECAP MANAGEMENT CONSULTING**
- **MANAGER** **Madrid & Barcelona (Spain)**
Involved in different projects within Financial Services industry, specifically in Financial Risk Sector. Design, improvement and implementation of tools to optimize and speed up payment default management of the main Spanish financial entities. Optimization of recovery processes
 - **CONSULTANT** **Madrid & Barcelona (Spain)**
Design and implementation of default measuring models
Definition of standards to bring lawsuits, based on historical evolution of legal proceedings of financial entities, focused in recovery improvement
- 2012 – 2012 PILAR MARTÍNEZ ABOGADOS (Formerly FIRMA LEGAL RETIRO)**
- **LAWYER** **Madrid (Spain)**
Specialized in Civil, Procedural, Commercial, Administrative and Environmental Law
- 2008 – 2012 DELOITTE**
- **AUDITOR** **Madrid (Spain)**
Auditing of IBEX35 Real Estate developers and construction companies
 - **INTERN** **Madrid (Spain) & London (UK)**
Financial Services. Analysis of the impact on SEPA's directive transposition (UK) and support to Investment Fund's Audit team
Fiscal Law. Preparation of presentations and documents about Spanish taxes

EDUCATION

- 2004 - 2010 **UNIVERSITY DEGREE IN LAW & BUSINESS** at ICADE (E3) **Madrid (Spain)**
2009 - 2010 **TOEIC** (3,5 out of 3,5) **Madrid (Spain)**
2008 **IV IFRS SEMINAR** at Deloitte **Madrid (Spain)**
2007 **XI CRIMINAL LAW SEMINAR** at ICADE **Madrid (Spain)**
2004 - 2005 **BUSINESS & LEGAL ENGLISH** at OISE **Cambridge and Oxford (UK)**

LANGUAGES

- English: Fluent and full professional competences (C2)
- French: Basic
- Portuguese: Basic
- Spanish: Mother Tongue

OTHER SKILLS

- IT: Microsoft Office advanced user and SAS knowledge
- Strong client relationship and negotiation skills, project leader and teamwork organization
- Metyis, Roland Berger's and Bluecap's representative at university forums (ICADE)