William Porras Bermúdez

MBA with emphasis in Business and Data Analytics /In Finance and International Markets
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PROFILE

MBA with 18-year professional experience in financial and business analytics. Professional experience in financial planning and analysis, cost efficiencies, risk management and project management. Analytical problem solver with demonstrated experience leading multidisciplinary teams, skilled at negotiating and making timely and accurate decisions. Experienced in regional and multinational companies, commercialization, and business intelligence.

CORE COMPETENCIES

- ✓ Project Management
- ✓ "Small data" and "big data" analytics
- ✓ Forecasting investment and economics
- ✓ Budgeting
- ✓ Strategic and financial planning
- ✓ Teamwork

PROFESSIONAL EXPERIENCE

HK LATIN AMERICA BUSINESS ASSOCIATION.

The Hong Kong Latin America Business Association (HKLABA) is a business partnership founded to promote and facilitate trade, stock market investments, negotiation, and technological exchange, between Asia and Latin America.

Financial Manager **Jan 2019 - Current**

Implementation leader of a business intelligence system "Demand Solution". Strategic planning, indicator monitoring, financial analysis. Negotiator with suppliers and customers. Advise on investment processes and attraction of Asian investors for HKLABA.

Achievements

- Sales in the first year of business reached USD 1.200.000
- More than 100 trades during 2020.
- During the last year I have led more than 50 investment projects in the Latin American region, with a portfolio amount of $ 110 million.
- Negotiation and relationship management portfolio with corporate clients with a transactional value of $ 1,200 million annually (DOLE Fruit, Establishment Labs, BANDECO, Group Numar, Free Zone America, AMCO Constructor, Grupo Garnier, Group Cuesta Moras, Bolsa Nacional Valores, CoopeAgri, others)

PROMERICA BANK (REGIONAL PROMERICA GROUP)

Chief Forex Trading and Investment **Jan 2015 – Oct 2020**

Lead the forex traders and executives team, coordinate local and regional market operations. Design and implement market development and participation strategies. Advise business committees. Project Manager in the commercial area with support of data analysis and technology.

Forex Exchange **Sep 2011 – Jan 2015**

Lead the team of forex traders and executives, coordinate local and regional market operations. Design and implement market development and participation strategies. Advise business committees.

Achievements

- Net income of $ 27 million generated in the portfolio that I managed. Generated the highest EBITDA for companies in the Latin American financial sector, measured by our banking correspondents.
- In Sep 2011 portfolio was $ 750k and in my first year it grew up to $ 1.5 million with continuous growth rates of 10% to 15% during next years, achieving a gross profit of $ 9 million for the last year.
- The earnings of the portfolio of FX products, investments and Hedges represent 38.5% of the Bank's total earnings for 2019.
- Managed volume in the portfolio for the year 2020 $ 1,320 million.
- Negotiation and relationship management portfolio with corporate clients and investors with a transactional value of $ 3,000 million annually.

BANK OF COSTA RICA

Money Market Treasury **Sep 2010 – Sep 2011**

Develop business for Institutional Banks, support the foreign exchange and investment desk and hedging operations, manage automation projects and represent the BCR in the Costa Rican Central Bank SINPE project. International payments specialist.

Project Manager Treasury **Jan 2009 – Sep 2010**

Management Treasury technology projects with support of the Nacional Bank of Costa Rica Bank and Costa Rica Bank.

Market Analyst Forex Treasury **Jan 2005 – Jan 2009**
Executive of correspondent banks in Europe and China. Data analysis of the main business clients for the corporate
Achievements

- Forex developer and implementer Generating $ 250,000 in first-year earnings.
- Growth of correspondent capital lines of credit for $ 50 million
- Negotiation and management of relationships with corporate clients

OTHER EXPERIENCE

ECOANALISIS ORG
It is the number one specialized firm in Costa Rica in the collection, research, interpretation, and financial analysis of project feasibility for Costa Rica and Central America. We also provide consulting, advisory and training services.
Financial consultant **Jul 2017 - Current**
Managed the interests of partners: stock market, investments in securities, banking, securitization, and credits. Plan and manage Group operations and present results to shareholders. I review the final reports for external audits, among others.
Achievements

- Annual sales for $2.000.000
- Participation in 50 tenders with the government. Cost reduction plan through analysis to 35%.
- Management and political negotiation in more than 150 projects in parliament for the analysis of bills for the Government of Costa Rica.

BOARD OF DIRECTORS OF THE INSTITUTO COSTARRICENSE DE ELECTRICIDAD GROUP
FINANCIAL DIRECTORS **Mar 2019 - Jul 2020**

- Director of the Audit Committee and advise on financial matters.

COSTA RICA UNIVERSITY
PROFESSOR FINANCIAL AND ECONOMICS **Dec 2020 - Current**

- International financial markets and stock exchange courses.

EDUCATION

Incae Business School, Costa Rica, and ESCP Europe Business School, France **Mar 2019 - Jun 2020**
MASTER'S ON BUSINESS ANALYTICS AND DATA MANAGEMENT

INCAE Business School, Colombia and Costa Rica **Sep 2018 – Feb 2019**
SENIOR MANAGEMENT PROGRAM (PAG)

Cheung Kong Graduate School of Business & INCAE Business School **Jan 2016 – Jun 2018**
FINANCE SPECIALIZATION, PERU AND COSTA RICA
GLOBAL CAPITAL MARKETS AND INVESTMENT SELECTION, NEW YORK-USA

San Marcos University, Net ILUMNO of Américas, Costa Rica **Jan 2015 – Jul 2016**
MASTER'S DEGREE IN FINANCE AND INTERNATIONAL MARKETS

International of Américas University (UIA), Costa Rica **Jan 2009 – Dic 2011**
BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION

Universidad Católica Pontificia, Chile and Costa Rica **Jan 2002 – Dic 2007**
BACHELOR'S IN ECONOMY FOR BUSINESS ADMINISTRATION

TECHNICAL ACCUMEN AND SKILLS

Languages:

- Spanish (Native Language) | English (Advanced) | French (basic)

Technical skills:

- Power BI, R Studio, Python, RapidMiner, UCINET, Orange, Neural Tools, Advanced Excel, including @Risk, Power Pivot, Stat Tools, Top Rank (Advanced), SalesForce, SAP, Bloomberg trading and Swift .
- Yellow Belt (2019) at INCAE Business School.

ADDITIONAL INFORMATION

Cultural Experiences: Cultural Leadership Club (2017-2019).
Social Impact: Board of Directors Asociation Solidarista of Promerica Bank- Committee Member (2015-2020).
Personal Interests: Reader, traveler, cook, mountain hikes and cycling.