

ALEJANDRO MACEO

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EDUCATION

BRANDEIS UNIVERSITY INTERNATIONAL BUSINESS SCHOOL, WALTHAM, MA, MBA'19 in Strategy and Innovation, and Data Analytics, GPA 3.47
UNIVERSIDAD IBEROAMERICANA / FLORIDA INTERNATIONAL UNIVERSITY (FIU), IMBA'12 in International Business, GPA 3.81
UNIVERSIDAD DEL CARIBE, BBA'06, GPA 3.58

EXPERIENCE

2nd Vice President of Strategy and Financial Planning

01/2022 - Present

Asociación Popular de Ahorros y Préstamos (APAP) - Santo Domingo, Dominican Republic (DR)

- Led the analysis of financial feasibility and the approval of all institutional projects, from short-, medium- and long-term strategic initiatives to business campaigns and related contracts. This ensured solid financial decisions, generating tangible synergies aligned with APAP's vision.
- Supervised the strategy and finance team, guiding them in the development of solid statistical and financial models to generate timely and reliable financial forecasts, both at the institutional level and in the financial system. This facilitated decision-making supported by an analytical and predictive approach.
- Promoted the exploration of viable strategic options, coordinating multidisciplinary teams and evaluating the monetary impacts on the institution. Contributed significantly to the expansion of crucial opportunities.
- Led the development and timely delivery of financial presentations to the board of directors, guaranteeing the required quality and providing clear information about the financial performance of the institution.
- Served as a benchmark for effective leadership both within the institution and in the market, highlighting continuous improvement, teamwork with camaraderie, innovation and professional growth as fundamental pillars for organizational success.

Director, Advisory Services

06/2020 - 09/2021

RPL International - Miami, Florida

- Established and developed the practice of advisory services from scratch, defining marketing strategies, portfolio of services, standard operating procedures and corporate financial planning.
- Led the expansion of the demand for consulting services in South Florida through exceptional communication and presentation skills in English and Spanish, generating significant projects in both the public and private sectors.
- Successfully faced the COVID-19 pandemic, presenting an average of eligible proposals per month, totaling more than US\$2.5 million in consulting and staffing projects in various industries.

Senior Supervisor, Strategy & Operations

09/2015 - 06/2018

Senior Associate, Strategy & Operations

06/2013 - 09/2015

KPMG - Santo Domingo, DR

- Successfully led to term more than 50 consulting projects in prominent companies in the country, collaborating directly with members of boards of directors and senior executives in areas such as strategic planning, financial modeling and process optimization, among others.
- Directed key strategies in collaboration with KPMG leadership, promoting the firm's positioning through the implementation of data-backed strategic initiatives.
- Obtained one of the highest conversion rates of service proposals to sales of the management teams, being praised on multiple occasions for establishing effective long-term business relationships, thus ensuring future projects.

SKILLS

Technical Skills: Strategic planning, financial modeling, process optimization, management of programs & strategic projects, financial and data analysis through tools such as MS Excel, SQL, R Studio and Tableau. Advanced mastery of Microsoft Office and MS Project.

Languages: Complete writing and communication skills in English and Spanish (Native).

RELEVANT LEADERSHIP/PROFESSIONAL CERTIFICATES

- Postgraduate in General Management (PDG), BARNÁ MANAGEMENT SCHOOL, 2017 - 3.64 GPA.
- Member of the Corporate Finance Evaluation Committee, BARNÁ MANAGEMENT SCHOOL, 2021.
- Vice President of Memberships, Association of Latino Professionals For America (ALPFA) - Miami, Florida (USA), 2020-2022
- Board Member, Membership Committee, ALPFA - Boston, MA (USA), 2018-2020