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Top Skills

Strategy
Forecasting
Finance

Federico Valdivia

Director and Founder Partner at EngrApp (Sancus Media. S.L)
Madrid Area, Spain

Summary

For a company EngrApp is a powerful marketing, management control and operations tool aimed at companies with large number of customers moving in big areas helping these companies in the decision making process by accessing the anonymised bigdata that their groups produce.

Experience

EngrApp (Sancus Media. S.L)
Director and Founder Partner
February 2015 - Present
Madrid Area, Spain

Experienced Director with a demonstrated knowledge in the internet industry. Skilled in Negotiation, Business Planning, Internal Audit, Analytical Skills, and Management. Strong entrepreneurship professional graduated from IE Business School.

Sancus Media is a start-up whose commercial product is EngrApp.

EngrApp is a smartphone geolocation and chat App for people and/or groups.

For users EngrApp is a free app. allowing them to create private groups or adhere themselves to company groups in order to access the information shared in those groups such as promotions or campaigns, geolocation of people and places with the possibility of chatting in the groups and if desired to share their position..

For a company EngrApp is a powerful marketing, management control and operations tool aimed at companies with large number of customers moving in big areas like amusement parks, ski resorts, golf courses, hunting fields, tourism enterprises, NGOs, etc. helping them in the decision making process by accessing the anonymised bigdata that their groups produce.

IMPORTADORA HILARIO-VALDIVIA

Director and Founder Partner

February 2012 - March 2015 (3 years 2 months)

New Company incorporated in Dominican Republic specialised in importing different goods from Europe, Asia and United States to Dominican Republic.

As director and founder of the company falls under my responsibility the strategy, funding research, negotiations with suppliers, optimization of resources, policies and procedures to be applied, legal procedures to be followed, HR policies...

Ferrovial Agroman SA

Finance and Cost Control in HQ Offices

April 2010 - January 2012 (1 year 10 months)

HQ Offices in Madrid, Cost Controlling within the Finance Department

Ferrovial Agroman (UK) Limited

Finance Director

February 2005 - December 2009 (4 years 11 months)

London

As Finance Director for both companies incorporated in UK Ferrovial Agroman (UK) Limited and Ferrovial Agroman Airports (UK) Limited, and head of finance for the five Joint Ventures during this period, (a total portfolio of € 500 million and a 26 employees department divided in 7 different admin teams), was under my responsibility:

- The strategic development, management and co-ordination of the finance team.
- Provide and receive highly complex, sensitive and contentious information where empathic and reassurance skills are required.
- To act as a resource of information and advice on finance matters for other departments.
- To coordinate the yearly accounts and tax returns.
- Investments and management of the free cash flow.
- Responsible for the monthly report to Spain and month end information.
- Overview of the budgeting and forecasting reported by the finance staff.
- Analysis of the actual deviation.
- To manage, liaise and support the admin and finance teams within the UK.

Ferrovial Agroman SA Puerto Rico & Dominican Republic
Dominican Republic and Puerto Rico Finance and Administrative
Manager and Director.

August 2003 - February 2005 (1 year 7 months)

San Juan

First based in Dominican Republic as Finance Manager and then in Puerto Rico as Finance director for both countries and volumes up to € 200 million.

- Financial, Admin and Human Resources departments Manager.
- Liaise with external and internal auditors and yearly accounts for both countries.
- Coordinate and support the admin teams on site.
- Consolidation of finance reports.
- Actual deviation analysis.

Ferrovial Agroman SA Dominican Republic
Dominican Republic Finance Controller

February 2002 - August 2003 (1 year 7 months)

Santo Domingo

- General administration.
- Treasury analysis.
- Budget development and forecast.
- Analysis of actual deviation.
- Ensure supplier's invoices are accurate and payment schedules are met.
- Monthly reports to the Financial Manager.
- Development of economic models.
- Help to the site cost controllers in their respective budgets, and accounting policies.

Amadeus

Financial Analyst within the Marketing Finance department.

January 2001 - December 2001 (1 year)

- Treasury analysis.
- Budget and forecast controlling (dealing with volumes up to € 150 million).
- Analysis of actual deviation.
- Monthly reports for the Company's Vice-president.

Grupo Hebor

accountant

October 2000 - December 2000 (3 months)

Admin and Accounting Department

Education

IE Business School

MBA · (2000 - 2001)

Universidad Complutense de Madrid

Bachelor, Business Administration · (1999)

Turpin High School

Senior High School · (1990 - 1991)