Rodolfo Sahagun Garcia

FINANCE SPECIALIST / PROJECT MANAGER / BUSINESS STRATEGIES

Specialist with more than 27 years of experience in banking, focused on building successful teams, leading continuous improvement projects, customer loyalty and optimizing commercial strategies. Capable of increasing the average ticket, developing and adjusting sales channels, solving problems and providing solutions that contribute to the company's growth and customer satisfaction.

Contact

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Interest

Project Leader

Resource Optimization

Negotiation

Tools

Management software

Languages

English

Spanish

Academic

Bachelor of Finance (1994 - 1997)

Univ. Tecnológica de México

Postgraduate in Finance (1998 - 1999)

Univ. Tecnológica de México

Master in Management Skills (1999 - 2000)

Univ. Tecnológica de México

Work Experience

COMMERCIAL DIRECTOR | JULY 2023 - SEPTEMBER 2024

MITEC

Lead the MIT Directo commercial team, increasing the revenue portfolio by 18% and increasing annual revenue from 18 million pesos to 21 million pesos through commercial strategies based on transactional billing, set-up fees and value-added services. Reduce late payments from key clients from 4 to 1 month. Develop cross-selling strategies, generating additional revenue with licensing and integration of ERP and CRM. Coordinate the training of teams in banks such as Banorte, Multiva and HSBC, renewing commercial relationships and promoting cross-selling. Supervise internal projects, collaborating with key areas to ensure efficient integration of solutions.

DIRECTOR OF BIOMETRIC PROCESS EFFICIENCY | AUGUST 2021 - JULY 2023

Banco Azteca

Implement changes in accordance with local regulations (ABM, CNBV) regarding identity theft, ensuring regulatory compliance. Manage internal charging for the use of the voting credential verification infrastructure, including monthly payment to the INE for its services. Manage the budget and coordinate technological upgrades with the INE to ensure the operational continuity of the Voting Credential Validation Service. Support the implementation of facial recognition in collaboration with the INE, ensuring the continuous operation of data and fingerprint validation services, contributing to the reduction of identity theft.

DIRECTOR OF THE OFFICE OF PROJECTS AND COORDINATION IN THE AREA OF IDENTITY THEFT | FEBRUARY 2019 - JULY 2021

Banco Azteca

Coordinate the projects and advisory office of the General Management, leading the implementation of identity theft prevention initiatives. Supervise the migration of the banking CORE from the PMO and manage the implementation of the legal, technical and operational framework in accordance with the CUB in terms of identity theft.

Implement more than 16,000 ten-fingerprint and two-fingerprint readers, as well as the biometric enrollment of more than 42,000 employees with the INE.
Validate 1,500 UDIS for client certification and enable validation technology with the INE, ensuring regulatory compliance and keeping accounts up to date with the institute. Manage employee benefit projects, improving processes and biometric security technologies.

DIRECTOR OF BUSINESS INTEGRITY ISSUER | 2018 - JULY 2019

Banco Azteca

Implement changes in compliance with local regulations (ABM, VISA, MC, Condusef, CNBV, Banxico) and PCI Acquiring certification. Serve as PCI Certification Responsible Director from April to June 2019, ensuring compliance with regulatory standards. Validate issuer response codes and oversee the recovery of the issuer system source code. Ensure compliance with the local CID contract according to the Moto channel and sales operations, maintaining the integrity of the issuer business.

DIRECTOR OF BUSINESS INTEGRITY ISSUER | 2018 - JULY 2019

Banco Azteca

Manage the middle office acquiring operations portfolio, implementing strategies for placing point-of-sale terminals, e-commerce and payment aggregators. Register a new acquiring bin with Visa, MC and PROSA, driving business growth. Evaluate and implement new business models and ensure operational continuity through DRP and BCP. Monitor fraud prevention tools and ensure PCI DSS compliance. Update operating manuals and collaborate in the development of contracts with the legal area. Implement operational controls for merchant onboarding and registering new commissions with Banxico. Represent Banco Azteca before the ABM and manage acquiring switch and processing gateway processes.

SENIOR PRODUCT MANAGER ACQUIRING BUSINESS | MARCH 2014 - OCTOBER 2016

Banco Azteca

Manage the portfolio of acquiring products, leading strategies for the placement of point-of-sale terminals, Interredes and e-commerce. Supervise the sales budget and analyze the P&L on a weekly basis, ensuring compliance with the annual budget. Represent the bank before ABM, PROSA, Visa, MC and Amex, and supervise the certification of mobile applications. Implement encryption of sensitive data in accordance with the CNBV and ensure compliance with VISA and MC contracts and regulations. Authorize pilots and certification tests for innovative products. Manage negotiations with suppliers and the spending budget of the business units.

Collaborate with key areas to ensure regulatory and operational compliance. Certify payment method interoperability in PROSA, improving acceptance and leading integration with local and international processors. Improve acceptance by 21% by implementing electronic indicators according to ABM rules.

SENIOR BUSINESS DEVELOPMENT MANAGER | JUNE 2012 - FEBRUARY 2014

Planet Payment

Develop dynamic and multiple currency conversion products (DCC and MCC), improving the international payment experience. Manage the P&L and sales of the MPG (Micros Payment Gateway) and DCC product in POS and ATMs. Collaborate with Visa to implement the Quibo-BLabel network together with Banamex and eGlobal, certifying the acquiring bin as an aggregator. Develop new commercial channels by aggregating businesses through third parties. Manage relationships and daily attention to corporate clients such as Banorte, Banamex, BBVA and Scotiabank. Plan and lead the launch of new businesses and growth opportunities.

SENIOR PRODUCT MANAGER ACQUIRING BUSINESS | FEBRUARY 2011 - MAY 2012

Banco Azteca

Manage the acquiring product portfolio, leading strategies for the placement of POS terminals, Interredes and e-commerce. Supervise the sales budget, adjusting strategies based on results. Develop and execute the reengineering of the acquiring business processes, aligning contracts and formats with current regulations. Request and implement improvements in the business systems, renewing the acquiring switch technology. Negotiate with system providers and manage the POS, Interredes and e-commerce spending budget. Collaborate with key areas such as legal, systems, operations and purchasing.

DEPUTY DIRECTOR OF BUSINESS DEVELOPMENT I JUNE 2010 - OCTOBER 2010

Elavon Merchant Services

Lead a team of 25 account executives in the financial sector. Manage the portfolio of acquiring products (point-of-sale terminals). Develop commercial strategies for Corporate Banking, Large Companies, SMEs and Government. Implement a Pipeline commercial monitoring tool. Establish sales support for SME banking, exceeding objectives. Collaborate on commercial plans aligned to budgets. Maintain relationships with key suppliers.

DEPUTY DIRECTOR OF CASH MANAGEMENT PRODUCTS I SEPTEMBER 1997 - MAY 2010

Banco Santander-Serfin

Leading the Transactional Products division at Cash Management Global Transaction Bank (GTB). Surpassing annual budgets between 1998 and 2009 by an average of 120%. Generating three new justified positions in the P&L, executing the strategy successfully. Acquiring 24 new corporate clients in 2008-2009 through tenders. Improving portfolio profitability by 28% through efficient cost management. Preparing the transition to Elavon Merchant Services, ensuring a smooth integration. Negotiating with suppliers to reduce operating costs, increasing business profitability by up to 8%.

Keywords

Change agent / Transparency / Results-oriented / Challenge / Talent development / User experience / Resource optimization / Data interpretation / Project management / Framework implementation / Customer life cycle / KPI measurement / Strategic planning / Financial reporting / Budgets / Regulatory compliance / Team leadership / Continuous improvement / Risk management / Operational efficiency / Customer loyalty / Business strategies / Process improvement / Increase in average ticket / Compliance with regulators / Customer experience / Change management.

More Information