



**ALFREDO
REYES**

Alfredo Reyes started as an engineer in Procter & Gamble and then move to the finance area. He worked in Switzerland for Roche pharmaceuticals. As a director in Unilever he worked with different teams and international assignments in the US, Europe, Latin America and China. As a transformational leader he redefined the CFO role in Givaudan Mexico flavors and fragrance business. Before founding ALEENA he spearheaded major regional expansion initiatives, and helped create innovative new business models in the specialty pharmaceutical and medication delivery Hospira business as CFO for Latin America.

Alfredo holds an MBA from the ITESM and has PHD studies in Organizations from the UNAM. He studied mechanical engineering receiving an undergraduate degree in engineering from the ITESM in Monterrey Mexico and an MSc from University of Texas at Austin.



**ADRIANA
VELÁZQUEZ**

Adriana holds a master's degree in Corporate Finance and Organizational studies from USA. Her 24 years of experience in senior regional positions include PWC, Unilever, Nortel Networks and other International Food Industries, where she has had a record of high performance in her deliverables.

Throughout her long career; before founding Aleena, she developed the ability to detect and reformulate in advance significant business processes at risk as well as to minimize the impact of external regulation changes. Her strong managerial character is focused on the development and growth of organizations.

Adriana graduated as an Accountant in 1988 in UBA and started her career as external auditor with PWC. As a professional auditor she managed various statutory and special audits of companies in a wide spectrum of industries focusing in business risks and operational control risks.



**ENRIQUE
MARTÍNEZ**

Enrique is Advisory Director and co-founder of ALEENA. Enrique has over 26 years of experience in senior financial positions at major multi-nationals. He specializes in assessing business performance and implementing high value adding and practical solutions. He has proven ability to develop teams and people and to lead organizations through substantial change while bringing about outstanding financial results. His wide range of experience includes Administration and Finance; Performance Monitoring, Decision Support and Planning; Human Resources Management and Organizational Planning; Logistics and Procurement; Governance, Risk Management and Internal Control.

Enrique is currently Group CFO of one of the most respected multinationals in the Professional Beauty business where he is successfully leading a programme to design, develop and implementing World Class Finance procedures and information standards.

