

# CFO Forum

## Mexico City

COA/CFO  
FORUMS

22  
Sept.  
2022

RECAP 2022

### 15 years connecting Latin America's CFO community for exclusive dialogue and engagement

On September 22, 2022, more than 40 chief financial officers and senior finance executives from multilaterals, multinationals, and major Mexican companies convened to discuss important topics concerning the evolution of the finance sector. The event took place at the Four Seasons Hotel in Mexico City and marked the return of the first in-person Council of the Americas CFO Forum following the COVID-19 pandemic. Key topics included an outlook of Mexico's economic forecast, digital currencies, and the future of work.

This private, by-invitation only forum was moderated by Martín Barrios, Managing Director, Global Transaction Services Country Head, Bank of America Mexico. It was followed by an opening session on Mexico's economic landscape and future expectations, presented by Rodrigo

Mariscal Paredes, Chief Economist & Head of Economic Planning Unit, Ministry of Finance and Public Credit. The second session of the forum focused on how digital currencies are shaping and disrupting the current financial system. Expert insight was provided by Barbara González Briseño, Chief Executive Officer, Bitso Mexico; Mauricio Schwartzmann, Country Manager, Mastercard Mexico; and Marina Olman-Pal, Financial Services Regulatory & Compliance Lawyer, Shareholder, Greenberg Traurig, LLP. The final session focused on the importance of attracting, developing, and retaining talent in the financial sector. Carlos Diaz de La Garza, Country Head, Moody's de Mexico; Juan Carlos Reyes Soto, CFO, Banco Azteca; and Leonardo Lara, Wealth Leader, Mercer Mexico shared insights to kick off an open dialogue with participating CFOs.



Rodrigo Mariscal Paredes, Chief Economist & Head of Economic Planning Unit, Ministry of Finance and Public Credit



Room with over 40 senior finance executives in attendance



Martin Barrios, Bank of America México; Miguel Trinidad, Frisa; Rodrigo Guzman, Envases Universales de Mexico SAPI de CV; Antonio Suárez Lara, Grupo Coppe; Carlos Diaz de la Garza, Moody's Investors Service México.



Marina Olman-Pal, Greenberg Traurig LLP; Bárbara González Briseño, Bitso; Mauricio Schwartzmann, Mastercard Mexico; Sebastián López Saavedra, Mastercard Mexico.



Martin Barrios, Bank of America México; Rodrigo Mariscal Paredes, Ministry of Finance and Public Credit; Irma Diazayas, OneStream Software; Carlos Diaz de la Garza, Moody's Investors Service México; Maria Lourdes Teran, Americas Society/Council of the Americas.





Oswaldo Lozano, **Proeza**; Eduardo Flores, **Medtronic Mexico**; Víctor Blázquez, **OneStream Software**; Vidal Garza Cantu, **FEMSA**



Federico Fernandez Valle, **ENGIE Mexico**; Mauricio Dutra, **SAP**; Carlos Gomez, **Compass Group**



Fernando Alvarez, **Fibra Uno**; Irma Diazayas and Víctor Blázquez, **OneStream Software**; Minnelly Santiago, **DHL Global Forwarding**



Francisco Quintana, **Mabe Mexico** and Gastón Javier Palmeiro, **Marsh México**



Second panel discussion featuring Country Managers from **Mastercard Mexico** and **Bits**



Gonzalo Gallegos, **El Puerto de Liverpool S.A. de C.V.**



Juan Guillermo Gonzalez Alanis, **Grupo Bimbo**; Sonia Lopez, **Arcos Dorados S.A.**; Sandra Rodriguez and María Aguado Martínez, **DHL Supply Chain**



Third panel discussion featuring Leonardo Lara, **Mercer** and Carlos Diaz de la Garza, **Moody's Investors Service México**



Daniel Quintana, **Meta**; Mariana Rios, **FedEx Mexico**; Carlos Gomez, **Compass Group**



Juan Pablo Sánchez, **Rassini**



Third panel discussion featuring Juan Carlos Reyes Soto, **Banco Azteca** and Carlos Diaz de la Garza, **Moody's Investors Service México**



Networking opportunity – coffee break



Networking opportunity

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