

# COA/CFO FORUMS

## COA CFO Forum: Mexico

Thursday, September 22, 2022

Four Seasons Hotel | Mexico City, Mexico

- 8:30 a.m. to 9:00 a.m. **Registration and Breakfast**
- 9:00 a.m. to 9:10 a.m. **Welcome Remarks**
- Maria Lourdes Teran**, Vice President, AS/COA Miami  
**Martín Barrios**, Managing Director | Global Transaction Services Country Head, Bank of America Mexico (moderator)
- 9:10 a.m. to 10:00 a.m. **Session I – Government Leader Economic Outlook: Mexico**
- A senior government leader will provide an expert perspective on Mexico’s current economic landscape and expectations for 2023.
- Rodrigo Mariscal Paredes**, Chief Economist & Head of Economic Planning Unit, Ministry of Finance and Public Credit
- 10:00 a.m. to 10:30 a.m. **Networking Coffee Break**
- 10:30 a.m. to 11:15 a.m. **Session II – Digital Transformation: How digital currencies are shaping the new financial ecosystem**
- The increasing emergence of digital currencies is disrupting today’s financial sector. Hear from a panel of experts on digital currencies regarding the potential practical applications of this developing sector for CFOs and finance leaders. How should CFOs envision the everyday applications and implementations of digital currencies? How should finance leaders navigate the challenges and opportunities to promote a secure, reliable, and practical ecosystem?
- Barbara González Briseño**, Chief Executive Officer, Bitso Mexico  
**Marina Olman-Pal**, Financial Services Regulatory & Compliance Lawyer, Shareholder, Greenberg Traurig, LLP  
**Mauricio Schwartzmann**, Country Manager, Mastercard Mexico
- 11:15 a.m. to 12:00 p.m. **Session III – CFOs and Talent – How to attract, develop and retain talent?**
- The COVID-19 pandemic has accelerated the Future of Work. Managing a remote workforce, the need for new skills and evolving employee demands have challenged how leaders run their teams. A discussion on how today’s corporate leaders are tackling their talent’s development in the financial sector, as well as the generational challenges that exist in today’s labor force.
- Carlos Diaz de La Garza**, Country Head, Moody’s de Mexico  
**Juan Carlos Reyes Soto**, CFO, Banco Azteca  
**Leonardo Lara**, Wealth Leader, Mercer Mexico
- 12:00 p.m. **Closing Remarks**

*\*Forum will be held in Spanish*

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