

Emmanuel Jose Roman, MBA

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EDUCATION

Florida International University – Miami, Florida Aug 2009

Master of Business Administration, International Business

Recipient of Chapman Graduate School of Business Full Academic Scholarship

GPA: 3.95/4.0; Graduated Top of the Class

Florida International University – Miami, Florida Jun 2008

Bachelor of Business Administration, Finance

GPA: 3.78/4.0

EXPERIENCE

Bupa Worldwide Corporation – Latin America Division – Miami, FL May 2014 - Present

Business Development Manager

- Define and prepare business cases with go-to-market strategies for new market entry opportunities in Latin America including entry vehicle (joint venture, acquisition, green-field), distribution strategy, and product strategy
- Conduct market research and market assessment in key Latin American countries where Bupa aims to operate including Brazil, Chile, Colombia, Argentina, among others
- Assess the regulatory, tax, and legal framework in each market and identify strategies to mitigate risk and maximize tax efficiencies
- Assess competitive environment and develop sales projections to calculate financial metrics including NPV and IRR

Burger King Corporation – Miami, FL Mar 2013 – May 2014

Manager, Global Finance (Planning, Investor Relations, and Business Performance)

- Responsible for monthly EVP and Quarterly BOD financial reporting
- Collaborated with regional counterparts and Corporate financial managers to create monthly forecast including KPIs and EBITDA
- Successfully managed transition from legacy OFA database to Hyperion
- Created quarterly earnings call presentation, EVP transcripts, and Q&A prep for CEO and CFO
- Ad-hoc analysis for CFO and Sr. Director of Finance on wide ranging topics including FX impact and ROI on marketing initiatives
- Made Partner within one year of employment; First non-Director to make Partner in BKW

Wowcards Inc. (start-up firm) – Boca Raton, Florida Sep 2012 - Mar 2013

Finance Manager

- Developed financial and operational reports for monthly closing of accounting books
- Evaluated ROI on marketing initiatives and determined customer acquisition costs
- Oversaw web development and graphics teams for web store; collaborated with public relations firm on press releases and media pitch angles

American Airlines – Latin American Division – Coral Gables, FL Aug 2009 –
Sep 2012

Team Lead - FP&A

- Coordinated consolidation of \$350M budget for Latin American division

- Led cross-functional team of 6 analysts through budget process, forecasts and special projects
- Conducted feasibility studies on outsourcing/insourcing and provided LATAM senior managers with recommendations
- Coordinated and provided justification for appropriation requests for capital projects using ROI, NPV and cash flow analysis. Performed the valuation and created EC presentation package for the sale of one of American Airlines' subsidiaries (CDSL in St. Lucia)

Senior Financial Analyst

- Responsible for preparing and monitoring of the operational and capital budgets of Argentina, Chile, Uruguay, and St. Lucia whose combined annual budget is approximately \$37M
- Project manager for airport automation initiatives including self-service machines, electronic gate readers, and bag tag scanners
- Worked closely with international Country Managers and GMs to determine all of the aforementioned countries' Passenger Service and Security headcount based on flight schedules and passenger volume forecasts
- As in previous level, consolidate and review financial results during month end close and work closely with international controllers to find solutions to variances from Budget
- Using large databases and ERPs (SAP & Hyperion) developed several Excel models that captures ramp services revenue, billable OT, and man-power transfer price expenses with 100% accuracy

Financial Analyst

- Co-managed 5 international subsidiaries of American Airlines' operating in 7 cities with annual revenues of \$15M and a staff of 600 employees
- Responsible for preparing and monitoring of the operational and capital budgets of Colombia, Dominican Republic, Mexico and St. Lucia.
- Partnered with field management to restructure and execute strategic turnaround plan through financial controls and performance measurement

Mercantil Commercebank - Coral Gables, FL

Jun 2009- Aug 2009

Operational Risk Internship

- Partnered with the bank's Assistant VP of Operation Risk to provide support to the Business Continuity Planning Office (BCPO) which is responsible for the development and coordination of the Business Continuity Planning Program
- Coordinated the annual BIA (Business Impact Analysis) and Risk Assessment revision with the head of all 62 business units and branch managers of the Bank
- Made presentation to the Executive Committee updating them on the BCP Program

OTHER

Languages: Fluent in Spanish

Computer Skills: Bloomberg Terminal; SAP Financials and SAP BW; MS Excel; A3 Modeling and Hyperion Essbase DBMS

Certifications/Licenses: MS Excel Level 1, 2, and 3 Certificates; Six Sigma Green Belt; Florida Real Estate License; Project Management Level 1 Certificate

Memberships: Board Member – Major US political party
Member – ALPFA Miami