

BRUNO LEOPARDI

Corporate Finance | Financial Modeling | Strategy Consulting

📍 Mexico City, Mexico ✉ bleopardi.o@gmail.com ☎ +52 (55) 8157 38 46 🌐 www.linkedin.com/in/brunoleopardi

Skills: Financial Modeling / Forecasting / FP&A / Budgeting / Reporting / Business Valuation / Presentation Skills / Cash Flow Management / Accounting / GAAP / Market Research / Team Management / Negotiation / Leadership

EDUCATION

Master in Innovation and Entrepreneurship, cum laude

Milan, Italy & Brussels, Belgium / Sep 2017 – Oct 2018

MIP Politecnico di Milano Business School & Solvay Brussels School of Economics and Management

Awards: "Invest Your Talent in Italy" Scholarship, awarded by the Ministero degli Affari Esteri e della Cooperazione Internazionale

BA in International Business Administration

Mexico City, Mexico / Jan 2011 – May 2015

MIP Politecnico di Milano Business School & Solvay Brussels School of Economics and Management

PROFESSIONAL EXPERIENCE

Independent Consultant: Business strategy and finance consultancy service

Consultant - Mexico City, Mexico / Mar 2020 – Present

- Successfully consulted +100 startup projects and SMEs in Mexico, USA, Canada, Panama, and Italy

Elevate Football: Sports consulting and professional services company

Head of Operations - Mexico City, Mexico / Oct 2019 – Present / Direct Reports: 7

- Launched talent spotting events to connect young prospects with international academies and pro clubs
- Managed a team of 7 to successfully produce 3 football events for a combined total of 3,000+ attendants

Tec de Monterrey: Leading higher education institution in Mexico

Professor of Finance and Entrepreneurship - Mexico City, Mexico / Aug 2020 – Dec 2021

- Taught 3 courses: Incubation and Financing, Entrepreneurship with Purpose, and Corporate Finance Mentoring
- Led "Año I" as Finance Mentor, a yearly startup innovation program for Entrepreneurship top senior students

finleap: Leading FinTech venture building ecosystem in Europe

Financial Analyst - Milan, Italy / Dec 2018 – Sep 2019

- Designed and launched a fintech venture for a large Italian bank, signing a 5-year licensing contract for €1.5M+
- Successfully developed and assessed the financial modeling and valuation analysis for the venture building stage

Play Business: First and largest equity crowdfunding platform in Mexico and Latin America

Sales Lead - Mexico City, Mexico / Jan 2017 - Aug 2018

- Introduced and led the sales strategy of a B2B model for startup accelerators, universities, funds, and angel investors
- Contacted investors and promoted angel investing seminars, repeatedly exceeding monthly sales targets

Limoncello Leopardi: Limoncello brand created in Mexico

General Manager - Mexico City, Mexico / Sep 2012 - Dec 2016 / Direct Reports: 8

- Scaled a family brand after successfully launching a crowdfunding campaign, having pre-sold 3,000+ bottles
- Designed and implemented an ambassador sales strategy, nationally leading a team of 8 sales representatives

Accenture: Global consulting and professional services company

Sourcing and Procurement Analyst - Mexico City, Mexico / Oct 2014 - Sep 2015

- Designed strategic value centers for a large construction Mexican company to optimize its procurement process
- Developed a strategic sourcing project for a global higher education network, obtaining cost savings of 10%+

LANGUAGES

Spanish: Native / **English:** Advanced – Business English Certificate (BEC) Higher / **Italian:** Advanced – C2 (Padronanza)



Bruno Leopardi
Financial Consultant

Financial Modeling • Budgeting • Company Valuation • New Market Strategy

Entrepreneurial corporate finance specialist. My goal is to guide companies and entrepreneurs through financial planning and analysis projects so that they can make informed decisions that positively impact their profits. I have a proven track record in consulting, digital innovation, and new venture building.

- Certified Financial Modeling and Valuation Analyst (FMVA) by the Corporate Finance Institute (CFI)
- Professor of Finance and Entrepreneurship at Tec de Monterrey, College
- I have successfully consulted 100+ startup projects and SMEs

Service Proposal:

1.	Creation of a financial model with 3 to 5-year projections (for internal analysis, capital raise or bank financing, among others)
2.	Creation and presentation of financial statements: Income Statement, Balance Sheet, and Cash Flow Statement
3.	Bank reconciliation and monthly reporting of financial position
4.	Company or asset valuation for sale, merger, or capital raise
5.	Business plan creation for the development of a new venture or project with financial scenarios (conservative, medium, optimistic)
6.	Pitch Deck creation (or corporate presentation) for sales or capital raise purposes
7.	Corporate budget creation with financial dashboard and charts
8.	Real estate, businesses, or other assets viability evaluation
9.	Creation of internationalization strategy or new market entry
10.	Creation of personal budget for administration of income and expenses

Dashboard Example:

TABLERO DE CONTROL 2022

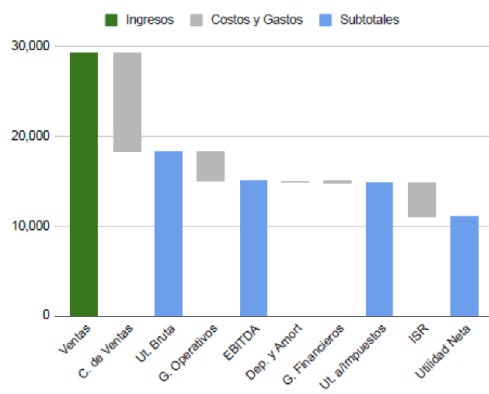
Proyección del Estado de Resultados 2020

Ventas	29,358
Costo de Ventas	(11,042)
Utilidad Bruta	18,316
Gastos Operativos	
Gastos de Venta	(1,800)
Gastos de Oficina	0
Servicios Profesionales	(702)
Gastos de SW y HW	(858)
Costo HR	0
Total Gastos Operativos	(3,360)
EBITDA	14,956
Depreciación y Amortización	0
Interés	(222)
Utilidad Antes de Impuestos	14,734
Impuesto Sobre la Renta	(3,684)
Utilidad Neta	11,051

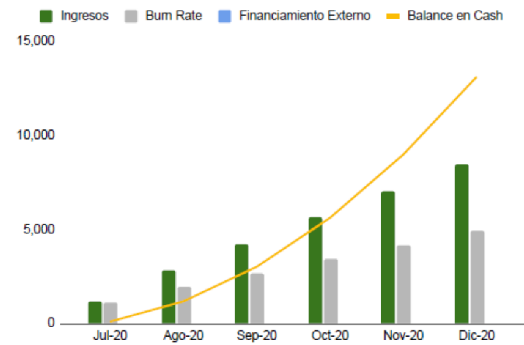
Resumen del Flujo de Efectivo 2020

Flujo de Efectivo por Operación	13,106
Flujo de Efectivo por Inversión	0
Flujo de Efectivo por Financiamiento	0
Flujo al Inicio del Periodo	0
Cambio Neto en Flujo de Efectivo	13,106
Flujo al Final del 2020	13,106
Burn Promedio Mensual	3,051
Cash Runway al Final del Año	4 Meses

Estado de Resultados 2020, Waterfall



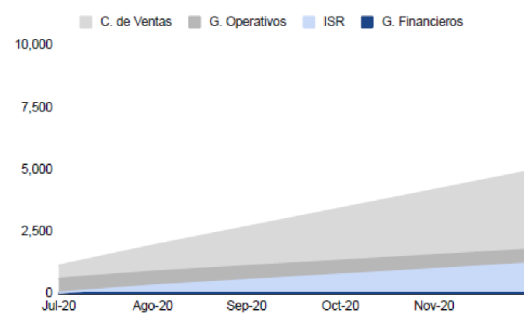
Proyección del Flujo de Efectivo, 2020



Plan vs Actual, 2020

	Actual	Plan	Variación	Variación (%)
Ingresos	0	29,358	(29,358)	0.00%
Costo de Ventas	0	11,042	(11,042)	0.00%
Gastos de Venta	0	1,800	(1,800)	0.00%
Servicios Prof.	0	702	(702)	0.00%
EBITDA	0	14,956	(14,956)	0.00%
Mar. EBITDA (%)	0	1	(1)	0.00%
Utilidad Neta	0	11,051	(11,051)	0.00%

Desglose de los Gastos, 2020



Testimonials:



“Since the first session, Bruno was able to understand the idea and the operation of the business very well. I know those types of concepts are not always easy, but the level of your notes and the results you reached with the information we gave you seem excellent to me.”

- Ricardo Ceballos, Wayter App CEO (Panamá)



“Bruno has great analytical skills. He was able to identify the different variables that influence our finances, as well as the areas of opportunity that we were losing sight of. We continue to use the financial model that he gave us to date.”

- Ryan Van Winkle, 1648 Managing Director (New York)



“Bruno's help was essential to consolidate all those administrative and financial aspects of my business. It is ideal for turning new ventures into solid plans: ideas into a reality”.

- Vicente Rincón Gallardo, CEO Zángano (México)

Professional Experience

Operations Director - Elevate Football. Finance and Administration Coordinator - MASSIVart. Professor of Finance and Entrepreneurship - Tec de Monterrey. Business Analyst - Finleap. Sales Leader - Play Business. Consulting Analyst - Accenture.

Education

Bachelor's Degree in International Business Administration - Universidad Iberoamericana Mexico City. Master in Innovation and Entrepreneurship - MIP Politecnico di Milano & Solvay Brussels School of Economics and Management. Certified Financial Modeling and Valuation Analyst (FMVA) - Corporate Finance Institute (CFI).

Linkedin: <https://www.linkedin.com/in/brunoleopardi/>

Upwork: <https://www.upwork.com/freelancers/~0193c0bdc607a2d0eb>

Languages

Spanish / English / Italian