

CINTIA A. DRAPPO

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SUMMARY PROFILE

Financial Executive. *Magister in Corporate Finance. Solid experience in Treasury management, Structured and Corporate finance in a multinational company. Added value to treasury and financial management developing and implementing structured financial solutions. Extensive knowledge of international financial markets as well as local and regional regulations in Latin America. Accounting and Tax planning capabilities.*

Certified Digital Marketer. *Digital Marketing y Social Media Management. Ecommerce lead.*

High motivation and leadership in multifunctional teams, analytical profile, strong coaching skills and adaptability to environment and markets changes.

Professional Goal: *corporate finance; financial management and structured finance, ecommerce and digital marketing.*

EXPERIENCE

2019-act. **AG Outdoor Design (SME)**

▪ *Digital Marketing & Ecommerce lead:*

- Digital Marketing and Lead generation: SEM strategy design and execution of omnichannel online advertising: Facebook and Google ads. Implementation and integration of omnichannel communication platforms with Business Solution Providers (BPS's: Messagebird and ZohoDesk) integrating social networks, instant messaging, Facebook and Google leads. Lead generation and management integrated to Zoho One (Zoho CRM, SalesIQ, Campaign, Social, Marketing Automation and Page Sense - heat maps).

- Development and implementation of Ecommerce: Development of eshops (own, ML, stores on FB and Instagram). Implementation and management of marketing in Mercado Libre and integration with online store. Association with the Argentine Chamber of Electronic Commerce. (CACE) and participation in e-commerce events: HotSale and CyberMonday. Implementation of Google Shopping via integration with Google Merchant Center.

▪ Web Development & Design - SEO. Design and development of website (mobile first), Woocommerce online store with integration of eCommerce Logistics (CDS) and payment gateways (MercadoPago, TodoPago, Mobbex - Fiserv, Prisma payment links). SEO optimization with RankMath and implementation of Google Analytics integrated into PageSense.

Development of own Marketplace with the pre-implementation of WFCM FrontEnd Manager and WCFM Woocommerce Multivendor Marketplace.

▪ Social Media and Community manager: planning and management of content and digital strategy in social networks. Creation of accounts and management of social networks and industry-specific networks: Houzz and Homify.

▪ Accounting and Operating System: Implementation of Zoho One Operating System: CRM and Accounting and Management System, web and mobile applications for sales, marketing, accounting, communication, CRM, artificial intelligence, office tools and inventory management. Customization for manufacturing and costing.

Management of Accounting, financial planning and budget

2015-act. **ARGENTARIUS Financial & Digital Services – AG Digital (Advisory)**

▪ *Argentarius - Structuring & Financial Advisor:*

Startup Advisory – AG Outdoor Design: Consulting services in investment project evaluation, business plan and strategy. Growth strategy and financial planning.

External consultancy in financial structuring and investments, focus on Agribusiness (Storage and Cereal Brokers).

▪ *AG Digital Advisors – Advice to non-profit entities – Funes Provida. Visitation Foundation and “Hogar Madre de la Ternura” – Network and Communication Commission.*

Social media & community management: content creation and management. Visual design: manuals, brochures, banners. Website design. Implementation of communication and volunteer information systems.

Advice on Fundraising - Project development "Digital Fundraising and Social Crowdfunding"

2009-2014 **CARGILL S.A.C.I. / CARGILL INVESTMENTS S.R.L.**

- ✓ Board of Director's Member of CARGILL INVESTMENTS S.R.L. (Argentine Subsidiary of Cargill Financial Services International Inc.)
- ✓ Financial Manager South Cone. Head of Traders (Emerging Markets Trading and Global Funding Group)

South Cone Service Desk Manager (until 2012):

- Manager of the Funding and FX hedging South Cone team for Global Funding Group (Argentina, Chile, Paraguay, Uruguay and Bolivia). Developed FX hedging and funding strategies. Tax planning. – (Positions under management: FX hedging up to USD 300 million; Funding up to USD 500 million).
- Tax planning. Credit lines regional negotiation.
- Team Leader for legal, tax, accounting and controllers group working in projects for financial management and strategic planning.
- Processes optimization. Coordination with controllers, compliance and accounting.
- Financial reporting for senior management, board of directors and headquarters. Member of executive and strategic committees.

Senior TSF Structurer. Head of FX/Fixed income traders:

- Trade and Structured Finance trader. Financial structuring, funding and investments. Excess cash flow management/Investments. Interest Rate Arbitrages. Development and implementation of structures, vehicles and money market investments in Argentina, Chile, Uruguay, Brazil, Mexico, Colombia and Peru. Developed structured investments (up to USD500 million) using swaps, CDS, IRS, and NDF, sovereign bonds, deposits and repos for those countries. Trading structures strategically oriented to create synergies with other areas of the company and Treasury. Enhanced corporate finance strategy and structuring with markets trading.
- Counterparty and risks management. Lead of multifunctional teams (Tax, Legal, Accounting and Compliance) in different business units and geographies.
- Head of Traders: Supervision of trade execution according to established strategies and risk limits for Argentina, Chile and Colombia. Coaching to the junior staff.

1996-2009 CARGILL S.A.C.I (Argentina – Subsidiary of Cargill Inc.)

2006-2009 Senior Structured Finance Trader. (Trade and Structured Finance Division)

- Origination and structuring of financial products. Developed and implemented complex cross border financial structures and trade related structures following central bank FX regulations in Argentina. Development and implementation of financial structures focused on Balance sheet management. Repurchase agreements, swaps.
- Design and execution of structured financing to clients and suppliers for agricultural sector. Extensive knowledge in structuring Trusts, Warrants and SGRs.
- Specialist in structuring derivatives financial instruments under local standards (ADA) and international (ISDA, GMRA). FX Forwards, Options, Swaps for the Emerging Markets Trading unit.
- Significant contributions to CFO, finance planning and company deals, merges and acquisitions. Provided financial advice and knowledge to the board and others department leaders and supported achievement of businesses goals.

2001-2006 Treasury Trader (Treasury Division)

- Key role in forming the Treasury team and its success during the 2001/2002 Argentine crisis. Created strategies for funding, USD collections management and FX hedging in high volatile markets and regulatory changes environment. Specialized in Central Bank (MULC) regulations. Planning and design of controls and regulations compliance. Specialist in BCRA regulations related to foreign exchange market. Planning and design of controls and regulation compliance. Strategic planning of funding and foreign currency exposure.
- Development and management of centralized treasury models and FX management. (Project awarded with Chairman & CFO awards).
- Lead the optimization of financial, administrative and accounting processes. Systems development.
- Evaluation of business opportunities as business partner of the different business units.
- Setting up of FX and Funding strategies. Planning and financial structuring for different business units. Negotiation and execution of short term and Trade related funding.

- Responsible for funding, bank relationships (local and international), FX spot and derivatives transactions and financial reporting in Argentina; had solid relationships with operative business units and participation in Cargill's tax planning together with other areas; participated in the structuring of several transactions and financial products.
- Management of FX daily positions and FX exposure of exporter and importer business units. FX spot transactions, Rofex trading as well as onshore and offshore Non-deliverable forwards.

1997-2001 Senior Accounting Analyst. (Financial Market Division and Treasury)

- Analysis and control of liabilities, short term debt and FX exposure of the company. Analysis of financial instruments. Analysis of financial and management information, elaboration of management and corporate reports. Elaboration of Financial statements under American, Argentine and international regulations. U.S. Tax Packages. Internal control. Accounting in general.
- Active participation in the development, implementation and customization of Systems of Current Accounts, Banking reconciliations, Financial System FPA and Auros, Accounting System J.D. Edwards.

EDUCATION

- 2021 IIB Council (Institute of iBusiness/EC-Council University): **Certified Digital Marketer**
 2001 Universidad del CEMA (UCEMA): **Magister in Finance** (Corporate Finance)
 1996 Universidad Nacional de Rosario (UNR): **Certified Public Accountant.**
 1991 Colegio Mirasoles (A.P.D.E.S. – Rosario).

CERTIFICATIONS AND EXECUTIVE PROGRAMS

- 2022 UCEMA: Digital Platform Strategies
 2020 UCEMA: International Certification in Digital Marketing
 2020 Doméstika: Web Dev WordPress / Ecommerce- Online Store: Woocommerce
 2020 Yoast: SEO for beginners / All-around SEO / Yoast SEO for WordPress
 2017 WOW! School: Community Manager
- 2019 Universidad Católica Argentina: Executive Program Fintech and Digital Banking
 2018 UCEMA: Executive Program Fintech and Digital Banking
 2016 Universidad Austral: PDAg - Agribusiness Management Program
 2003-2011 Argentine Banks Association (ABA): Courses: Central Bank regulations in the Argentine Exchange Markets (MULC). Regulations of foreign trade.
 2000 Price Waterhouse: Accounting updates on technical aspects of US GAAP.
 2000 UCEMA: * Program of Portfolio Investment Administration and Advisory. *Executive program in Corporate Finance.
 1998 Argentine Institute of Capital Markets (IAMC): Stock and Securities broker (Mercado de Valores de Bs. As.)
 1996 Rosario Board of Trade (BCR): Futures & Options Trader. Derivatives, Stocks and Securities Trader. Introduction to Agricultural Futures and Options. Grain trade structure.

ADDITIONAL INFORMATION

Digital skills: Zoho One, Adobe Creative Suite, Office-MS365, WordPress-Woocommerce, Bloomberg, Reuters, JD Edwards.

Languages: English full professional proficiency and Spanish (native)

Awards: Cargill Chairman Award and CFO Award for Financial Excellence: * 2006 High Performance: Foreign Exchange Management Initiative. * 2008 Customer Focus: Innovative Collaboration Addressing Strategic Customer Needs. ///Cargill CFO Award for Financial Excellence: 2010 High Performance: Dividend payment.

Volunteering y Assistantship:

Co-founder: Fundación de La Visitación www.hogarmadredelatnura.org - Funes Provida.

Asociación Cultural Universitaria Argentina: Univ Forum www.es.univforum.org UNIV (Rome). Paper '96: "Mercosur in Argentina: Labor Market". Paper '97: "Communication within the Company".

UNR- College of Economic Sciences: '96 Assistant Professor "Indirect Taxes"