



Spain-Madrid Chapter | Election

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BIOGRAPHY OF JESÚS PUY



I am Spanish, M Sc in Mining Engineering (*Universidad Politécnica, Madrid*) and HEC (91).

When I graduated after two years in Jouy en Josas, I joined Bouygues, working for three years in its water and construction subsidiaries, getting involved in projects in France, Spain and Latin America. There I held different positions, from municipal services engineer in the French Picardie, to Regional Director in the Spanish Levante.

Next, I shifted my career towards the financial sector, being Director of the project financing and structured financing teams of BNP Spain and Caja Madrid (today Caixa Bank), positioning both institutions in the upper part of the Spanish project finance league tables.

After six years working in these financial institutions, I opened the Madrid office of a monoline insurer, Financial Security Assurance (FSA), running the operations in the Iberian Peninsula and the Americas, the latter when large Spanish companies needed our AAA/Aaa financial guarantee overseas. In the eight years I worked for FSA, the international press gave me four times the "*Deal of the Year*" award as recognition of the design and implementation of large infrastructure project financings.

When the subprime crisis arrived in 2008, the AAA/Aaa financial guarantee industry was put on run-off, so I decided to head my career to the Project Management industry, working in the American listed corporation Hill International, occupying different positions in Spain and Latin America, *inter alia*, Mexico's Country Manager and Vice President and Chief Operating Officer for Latin America, having at that time a headcount of more than 350 employees in the Brazilian, Mexican, Colombian and Chilean subsidiaries.

After five years in Latin America, I returned to Spain where I now operate my own financial boutique, specialized in debt and M&A in cross border transactions between Europe and Latin America.

In parallel to the professional activity described above, I have been a speaker in Europe and Latin America at conferences and seminars; I have also lectured on investment banking in higher education institutions in London, Paris, Madrid and Geneva.

Coming back to our school, in the 90s I was part of the team that pushed the relationship between HEC and the Madrid School of Mines, which later resulted in the agreement to grant joint diplomas between both schools.

ACTION PLAN OF JESÚS PUY

Statement of principles

I understand the position of President of the Spanish Chapter as a provision of his time and his knowledge of the Spanish business *arena* for the benefit of the *alumni* and the school. I believe that part of the President's success should be underpinned in the alumni involvement, so that we can all contribute in the lines that I describe below.

The *alumni* will have the right -and I would say the duty- to validate the President's work or, alternatively, to look for somebody else as President. If I were elected President, after a two-year mandate, I will run a similar process to this, in which the alumni will have the word to vote their President for the next two-year term.

When I was asked to file as candidate for President of HEC's Spanish Chapter, I structured my action plan in three ideas:

1) Develop the alumni networking

I will propose regular meetings under two formats:

- A business lunch every two months with major players of the Spanish business industry, politics and intellectuals, where hot topics will be afforded. The format will also allow to interact among us before and after the lunch. In this regard, I am happy making my network available and will encourage all alumni to contribute with their networks, so that first-class speakers can participate in these meals.
- More informal meetings following events of Spanish and French celebrations (such as the arrival of the Beaujolais Nouveau, Christmas dinner, summer cocktail, etc.), to which I will encourage that we attend with couples or friends

I will do my best to be present in the events promoted by the Embassy of France, seeking a quota for the HEC alumni.

2) En amont et en aval

En amont...

The raw material that feeds our school is human talent; I will work so that the school is known and attracts the best students in Spain, collaborating with the school in the presentations of HEC in the targeted Spanish schools and universities.

En aval...

But not only that; it is surprising to see the step between HEC's positioning in France and outside the hexagon. Those who have worked internationally may agree with this statement and Spain is no exception to the rule. Therefore, I will also work so that recruiters and executive search firms know better the school and the caliber of its graduates.

3) Official recognition of the HEC Diploma in Spain

You may know there is an agreement signed between the French Republic and the Kingdom of Spain for the recognition of French diplomas in Spain and Spanish diplomas in France. But... do you know that in our case it is difficult to implement because the Spanish system does not understand yet the dynamics of the French system of *classes préparatoires* followed by education at the Grande Ecole?

Therefore, I will work to involve the French Embassy and make a common front with other *Grandes Ecoles*, aiming to explain the Spanish Ministry of Education how it works in France, seeking the automatic official recognition of the HEC diploma as an official title in Spain.

BIOGRAPHY OF ADELINE POTIÉ



My name is Adeline Potié. I was born in Paris and I have been living in Madrid for more than 11 years, where I have acquired the Spanish nationality. After studying aeronautical engineering at the ISAE in Toulouse, I did an HEC master's degree in 2002 to complete my studies. Recently, I studied sustainable finance at the University of Colombia.

I have spent most of my career in multinational companies, both in France and abroad (KPMG, Solvay, HERO, Algeco), with responsibilities in different financial positions: audit, controlling, financial management, consulting in business transformation and finance function. Currently, I am a consultant specializing in the implementation of digital automation as well as an advisor in the transition towards the decarbonization of companies.

I would like to get a strong HEC alumni network in Spain to be among leaders in green and digital transformation, and to attract new Spanish graduates or executives to train at HEC. Today we are more than 300 members in the Madrid International Chapter and we have the potential to become a very dynamic group.

I am a dynamic person, with great enthusiasm and dedication in both my professional and personal life. I have developed a strong sense of teamwork, sharing and volunteering. I believe in people, in the power of giving, in the future and, ultimately, in our ability to improve the lives of all.

References: an expertise in Sustainable Finance

CFO, Sustainable Finance

- ▼ **18 years of experience in Finance positions in large international companies (listed, family or private equity owned business).**
- ▼ **Main skills**
 - Strategic and Operational Finance (local compliance, treasury, tax)
 - IFRS & US Gaap
 - Audit (Risk analysis, process optimization, external & internal audit)
 - M&A projects (Valuation, due diligence, integration)
 - IPO
 - Business Plan & road maps
 - Financial engineering for projects
 - Leadership and coordination of international financial teams

Different sectors:



Double master's degree in business & aeronautical engineering:

- HEC Paris (2003)
- ISAE (2002)



Additional education:

- Sustainable Finance; Columbia University (2021)
- Bilan Carbone (2021) - Covers all Scopes Methods available for companies: GHG Protocol, ISO 14064.



Climate NGOs:

- Climate Fresk Trainer.
- Climate Reality Leader (2021)



Key projects in Sustainability:



ACTION PLAN OF ADELINE POTIÉ

My action plan for Spain is to translate HEC Alumni's motto into reality: “We SHARE. We DARE. We CARE”:

- 1) foster the Spanish Group through meetings/webinars/events in order to create **cohesion** among us.
- 2) to give more visibility to the Group by significantly increasing the awareness of the **HEC brand** in Spain / Madrid.
- 3) create a **diverse management team**: intergenerational and cross-functional with experienced alumni as well as young talented students to be more resilient and better adapted to today's world.
- 4) **establish relationships** with the HEC group in Catalonia and groups in neighboring countries such as Portugal and Italy, as well as Spanish-speaking countries in Latin America to create synergies and connections between these alumni networks.
- 5) support **entrepreneurs / startups** where alumni work through the exchange of professional experiences, adapted training, mentoring.
- 6) create a group to develop **new job opportunities** for all experiences: senior, talent or internship.
- 7) create specific groups on relevant topics. An example could be a **group on energy**.
- 8) be in contact with the different members to know their expectations and to be able to design new initiatives together.