



SILVIA NOVOA

CEO

📍 Bosque de Jazmines 121, CDMX
☎ +52 1 55 5106 9909

✉ silnova@icloud.com

🌐 www.linkedin.com/in/silvia-novoa
📧 @silnova 📺 sinovoa

PROFILE

Accomplished CEO, offering over 20 years of successful experience in directing social development and private financial institutions, looking for a challenging, growth-oriented position. Adept at developing solid partnerships, cementing public support and building strong teams. Recognized consistently for performance excellence and contributions to strategy design and execution, innovation and organizational development in banking, corporations as well as in the social development and humanitarian response industries, backed by training in Business, Strategic Planning, Marketing, psychology and Social Development. Proven success in leadership, strategic planning and organizational development, with keen understanding of Finance, Marketing, Human development and organizational change. Recognized for inspiring top-performing management team members to excel and encouraging creative and dynamic work environments.

EDUCATION

Universidad del Valle de México
Master of Science in Psychology

Universidad Iberoamericana

Bachelor's Degree in Business Administration: Finance and Marketing

LANGUAGES

Spanish, English, Italian.

SKILLS AND COMPETENCIES

Strategic Planning
Leading diverse teams
Strong Financial skills and cost optimization
Sales and Marketing skills including digital marketing
Decision-making
Experience in governance and participation in Boards and Governance processes
Communication and negotiation with stakeholders public and private at a national and international levels
Public speaker
Innovation and technology skills

WORK EXPERIENCE

Managing Partner - SYG Strategies S.A. de C.V. 2007-to date

Small consultancy company focused in strategic planning, communication and executive training.

CEO – Junior Achievement Mexico

Oct 2020-to Oct 2021

Main Achievements

- Impact growth from 35,000 to 92,000 vulnerable young people operating different educational programs in financial, entrepreneurship and psycho-emotional skills to facilitate employability.
- Fundraising budget achieved of 28 million pesos from corporate funding.
- 4 years Strategic Plan designed to set the basis to grow in Mexico
- Financial and organizational restructure to meet regulations and sustainability. Set up policies, procedures and programming automation
- PR and positioning of the Company in the education forums such as CCE, ONU ODS4, SIPINNA.
- Building and managing a high-performance team through the organizational transition and the Pandemic keeping operations ongoing at top standards

National Director - World Vision Mexico

2015 – 2020

Main achievements:

- Development and Implementation of a new strategy to grow Revenue and impact.
- Impact growth from 200 thousand to 9 million children. Increased fundraising and Grant Acquisition in 80% to 12 million US dollars. Team integration after four national directors in 2 years, improving organization's climate and team cohesion.
- Innovation in programs that can be upscale, social franchise project to standardize products and processes to grow impact.
- Grants awarded by USDOL and USAID. Creation of a partner's network including top leaders of the Mexican Congress, Federal, State and Municipal governments in 21 states of Mexico, Catholic and Evangelical Churches, top universities, United Nations, Global Compact, youth networks such as Scouts, Rotary and an in-house children and youth network.
- Positioned World Vision in different key forums such as the National Child Protection System and Children Rights Network.
- Advocated for children rights as speaker and panelist in several conferences such as International Congress for early childhood, CEPAL (Latin-American economic commission) side event organized by WV Mexico, International Volunteer Conference, SDG International Seminar, among others.
- Established a lean organizational structure with low operational costs and high effectiveness in promoting an impact on the lives of children and adolescents.

Corporate Banking Director- Investabank

2014 – 2015

Main Achievement:

- Designed a new strategy for corporations to increase revenue and developed the Factoring product.

SYG Strategies S.A. de C.V.

2007 – to date

I incorporated my own consultancy Company specialized in Strategic Planning, Communication and Training. (commercial, financial and psycho-emotional skills) Client portfolio: HP, Ogilvy, Ernst & Young, Young and Rubicam Brands, Logitech, Investabank.

Grupo Estrella Blanca – General Manager for 3 companies

2004 – 2007

CEO for Sendetur (tourism), Paquetería Estrella Blanca (Courier services), Senderos (500 food stores inside Terminal Stations around the country)

MS Office software applications and collaborative tools. Zoom, Teams, Google Meet, Canvas.

Recognitions and memberships

Prize 2021 "Don Agustín Reyes Ponce", Social Responsibility category from Universidad Iberoamericana
SIPINNA Consulting Board Member
CCE EDUCATION Committee Member
CMIC Social Responsibility Committee Member
Recently invited to be part of the Universidad Iberoamericana Board of Directors

REFERENCES

Upon request

Main achievements:

- Sales increase, process efficiency and automation, union negotiations, teambuilding.

Scotiabank

1993-2004

Private Banking Director

Responsible for the commercial strategy between the bank and the Broker House for high network individuals from corporate customers.

Private Banking Project Leader

Responsible for the Business Plan development and implementation.

Deposit Products Director

Responsible for the bank's deposit products for individuals and companies. Responsible for Innovation, design, implementation, training and maintenance of the products. Leader for the rates and fees committees. Main challenge: Assure profitability and competitiveness of products while keeping top products benefits knowledge around all branches and account officers in the country. I released a flexible checking account that is still successful today.

Specialized Products Director

Commercial and Corporate Bank Products development, innovation, design and implementation. Main Challenge to position the Bank products as the best ones in the market. I released the first windows-based, interactive and multiple operations, electronic banking that was very successful and then copied by other banks.

Corporate Banking Director

Responsible for Supervising Corporate Banking account officers and meet credit approvals and products sales objectives. Main industry sectors managed: Pharmaceutical, Automobile, Transportation, Hotels, Textile, Metal-mechanic and retail shop chains. During the 1995 financial crisis in México, many companies faced financial problems and credit risks had to be reduced and the main challenge was to restructure large financial debts such as: Grupo Estrella Blanca, Hoteles Presidente, Real Turismo (Camino Real Hotels), Mexicana de Aviación, Aeromexico, among others. As part of the restructure of some customers, I participated as Board Member representing the Bank in some companies such as Aeromexico.

Customer Service Manager - Citibank

1990 – 1993

Started up the Customer Service Area and the first call center in the Bank for Commercial and Corporate Banking.
Corporate Banking Account Officer, promoted to Customer Service Manager.

Senior Account Officer - Banco Nacional de México

1985 – 1990

Responsible for Customer management, credit approvals, cash management products.

Financial Advisor - Operadora de Bolsa S.A.

1984-1985

Capital Markets and Money Markets Advisor to individuals.

OTHER ACTIVITIES

- Social Responsibility prize 2021 from Univesidad Iberoamericana.
- Panelist and keynote speaker in different children and youth, women, finance and education forums.
- Member of the National Child Protection System in Mexico (SIPINNA) and other children and youth coalitions 2018 to date
- Member of the Education Committee of the CCE. (Entrepreneurs' Coordination Counsel), the most important coalition of medium and large entrepreneurs in Mexico (2021)
- World Vision International's Board Member and National Board Member: Audit and Stewardship Committees. (2006-2014)
- Aeromexico Acting Board Member, representing Scotiabank. (1994)