

Gustavo Ernesto Rodríguez De Lira

CEO and Founder of IT Capital©

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PROFILE

Founded IT Capital© in 2011, an international trade finance company that supports SMEs operating cross-border between Mexico and the United States. More than 15 years of experience across the oil field, automotive, aerospace, electronics and renewable energy supply chains, in receivables financing, invoice discounting, asset-based lending and leasing. Before founding the company he built his career at Santander, AWA Holding, the United Nations ECLAC, BCP-Credicorp, Itaú, Deloitte and Grupo Levapan.

PROFESSIONAL CAREER

IT Capital©

2011 — present

CEO & Founder

San Antonio, Texas (USA) and San Luis Potosí (Mexico)

- Responsible for global financing strategy: design, execution and operation of structured finance facilities and transactions.
- Global investor relationships: single and multi-family offices, local and global asset managers, pension funds, insurance companies, commercial and retail banks, and economic and social development agencies.
- Legal and financial structuring of securitization vehicles — investment funds, warehouse facilities, financial obligations — with internal and external advisors.
- Market monitoring to design and price the financing strategies.

Grupo Levapan

December 2020 — February 2021

Corporate Leader of Strategy and Financial Projects, M&A — LATAM

Mexico

- Strategic direction of the Group companies: design, implementation and control of financial and operational performance of portfolio companies across 16 Latin American countries.
- New business development, M&A, joint ventures, alliance building and structuring of corporate investment guidelines.
- Built the Portfolio Management Policy, the PMO Office and the corporate dashboard for the Board of Directors.

Deloitte

2019

Vice President, Corporate Finance (FAS Manager)

Florida, USA

- Project portfolio across M&A, private equity transactions, financing searches and capital structure optimization, debt advisory, divestitures, PPPs and Project Finance structuring.
- Advisory to private equity funds on investment and divestment opportunities: Buy-Outs (MBO, IBO, LBO, BIMBO) and placement.
- Managed and mentored associates and analysts across the USA, Mexico, Colombia, Peru and the United Kingdom.

Itaú

2017 — 2019

Investment Banking Senior Analyst, then Associate

Barranquilla, Colombia

- End-to-end design of strategies for the capital needs of corporate and government clients: mining and energy, infrastructure, industry, transport, health, construction, real estate, telecoms and technology.
- Structured, negotiated and closed transactions above USD 300M with clients and law firms in Colombia, New York and Brazil.

- Financial models, cash flows, due diligence and commercial, environmental and social analysis under IFC Standards and the Equator Principles.

Banco de Crédito del Perú (BCP) — Credicorp Capital

December 2015 — March 2016

Corporate & Investment Banking Analyst

Lima, Peru and Colombia

- New client development through structured, customized and innovative financial solutions: syndicated loans, structured finance, bonds, derivatives and M&A.
- 250% annual growth in the bank's positioning, managing a portfolio above USD 600M.
- Qualitative and quantitative analysis, valuation of investment opportunities, recapitalization and exits of portfolio companies.

ECLAC — United Nations

2013 — 2014

International Trade and Integration Division

Santiago, Chile

- Case research and statistical work on the project "Carbon Footprint and Food Exports".
- Development of the project "Internationalization of SMEs: Measurement, Innovation and Financing", supporting business managers through export promotion agencies across Latin America.

AWA Holding Co. S.A. de C.V. (Family Office)

2010 — 2013

Chief Investment Officer (Corporate Finance)

United States

- Member of the Investment Committee for domestic and overseas high-net-worth assets.
- Led the holding's annual financial planning process, with trend analysis and consolidation of forecasts.
- Applied quantitative techniques and modern investment theory — Modern Portfolio Theory, Value at Risk, Behavioral Finance — to prioritize investments by economic value.
- Divestitures, mergers and acquisitions, joint ventures, recapitalizations, valuation and financial due diligence.

Santander

2005 — 2010

Advisory Services & Product Manager

Mexico, covering from Miami, Los Angeles and New York

- Started his financial career in 2005.
- Led advisory services and product for more than 111 non-banking and alternative financial institutions operating cross-border (2007-2010).
- Introduced financial products, technology and services from well-reputed American companies into Mexico and several Latin American markets.

EDUCATION

MIT — Massachusetts Institute of Technology

2025 — present

No-Code AI and Machine Learning: Building Data Science Solutions (in progress)

Oana Labes

2025 — 2026

CEO Financial Intelligence Program (in progress)

Nicolas Boucher

2024 — 2025

Graduate Diploma in Advanced AI for Finance

Microsoft

2024

Azure AI Fundamentals Certificate

Google

2024

Google Educator Certificate

Universidad Marista

2017 — 2020

Master's Degree in Finance	
Microsoft for Startups	2019
Certificate in Fintech & Startups Development	
Universidad del Valle de México	2017
Graduate Diploma in International Trade Administration	
Universidad del Valle de México	2015 — 2016
Graduate Diploma in Financial Markets	
Universidad Marista	2013
Graduate Diploma in Financial Administration	
IESE Business School	2002
Graduate Diploma in Public Finance	
Galicia Business School	2001
Graduate Diploma in Corporate Finance	
Universidad Regional del Sureste	1996 — 2000
Bachelor's Degree in International Business Administration	

REGULATORY CERTIFICATIONS

CNBV	2012 — 2019
Annual certification in Anti-Money Laundering (AML) and Countering the Financing of Terrorism (CFT)	
CNBV	2012 — 2020
Annual certification in Credit Risk Management	
FIRA México	2012 — 2016
Annual certification in Agribusiness Administration	

SPEAKING, CONSULTING AND PUBLICATIONS

Receivables Finance International Convention — BCR RFlx 2020	March 2020
<i>Exhibitor and Keynote Speaker</i>	
London, United Kingdom	
Panel session: emerging and developing markets — CEE, Africa, Central Asia and South America.	
Speaker profile at BCR	
Council for North American Policy	Feb 2014 — Jun 2017
<i>Executive Consultant and Columnist</i>	
Mexico City and Austin, Texas	
Advisory on foreign private equity investments for diverse industries and family offices from the USA and Canada. Columnist on research, energy, trade, international finance, public policy and security.	
Expo Finanzas	March 2013
<i>Exhibitor and Keynote Speaker</i>	
Monterrey, Mexico	
Speaker slot: industrial transformation and trade challenges between China and the U.S. in Latin America.	
IT Capital© Newsletter	Sep 2021 — Oct 2025
<i>Published Author</i>	
Mexico City	
Responsible for the digital economic magazine covering financial and economic topics. 33 editions published in Spanish and English.	

ACADEMIC COLLABORATIONS

- Harvard University — Prof. Robert S. Kaplan — Research collaboration on the Balanced Scorecard.
- Stern Stewart & Co. — Whitepaper collaboration on Economic Value Added (EVA) and profitability measurement.

COMPETENCES

AI financial planning.....	90/100
Digital banking + AI, crypto and open ecosystems.....	90/100
Financial and digital transformation.....	90/100
Open Banking, Open Finance and Open Payments.....	90/100
AI agentic digital banking strategy.....	70/100

LANGUAGES

Spanish (mother tongue).....	C2
English.....	C2
Italian.....	A1
Portuguese.....	A1

INTERNATIONAL EXPERIENCE

Mexico • United States • Colombia • Chile • Peru • United Kingdom