

**ELENA
RAMÍREZ
MARÍN**

**IBERAUDIT
KRESTON**



Personal information

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Education

Degree in Business Management. Barcelona University
Masters in Tax Advice from Barcelona University
Masters in Financial and Economic Management (EDIEF) from ESADE.
Masters in Bankruptcy procedures from Valencia University
Member of the Official Register of Auditors (ROAC -Registro Oficial de Auditores de Cuentas).

Professional

Iberaudit Kreston (June 2008- present)

Partner at IBERAUDIT Kreston's office in Barcelona. (covering Spain, Portugal and Andorra).

Currently, I am the person in charge of Tax and Outsourcing in IBERAUDIT Kreston's office in Catalonia, representative of Kreston International in Spain, Andorra and Portugal. Backed up by 23 years of experience in the tax and auditing sector, I have developed my career with special dedication to outsourcing and tax services.

Managing Partner of IBERAUDIT KRESTON International Office since August 2008.

After the incorporation of the new firm in Barcelona (June 2008) and entry into the Iberian network IBERAUDIT, I encourage the company to join KRESTON. As a result, in August 2008 IBERAUDIT became KRESTON's exclusive representative in Spain and Portugal.

In 2010, the Barcelona office promoted creation of IBERAUDIT Andorra, which also became KRESTON representative.

In addition to the organisation of the 2011 European conference in Marbella, I have attended main Kreston conferences held in the past few years: World conferences, European conferences, Latin American Conferences.

Currently, I am responsible for the promotion and coordination of all international client projects handled by any IBERAUDIT KRESTON office. Additionally, I am the contact partner for any issue dealt by KRESTON International Office.

I have encouraged the cobranding IBERAUDIT KRESTON, which has been effective since December 2012.

Baker Tilly-Fàbregas, Mercadé & Co. (February 1990- June 2008)

Partner at Fàbregas, Mercadé & Co, with offices in Barcelona, Madrid , Valencia and Andorra.

During my career at the firm I became a specialist in International Clients. The firm was representative of BAKER TILLY in Spain and I used to attend International BT conferences during all these years. In the year 2004, I became Contact Partner in Spain for BAKER TILLY regarding Tax&Outsourcing services.

**Involvement
with Kreston**

Leader of Kreston Iberoamerican (Spain, Portugal and Latin America) Group Interest

At the end of the year 2011 , during the Latin American Kreston Conference in Argentina, Buenos Aires, I promoted the creation of “ Iberoamerican Group Interest” with the following aims:

- *Optimize and consolidate business relations.*
- *Extension of services and exchange of information.*
- *Promotion, development and coordination of joint offers and services involving different countries of the Iberomeric zone.*
- *Supervision of quality standards.*

Nowadays, more relevant Kreston firms with presence in Andorra, Argentina, Brazil, México, Portugal, Spain, Uruguay, Venezuela, participate in the Group.

Targets achieved 2012:

- *Definition of the Operating rules: Group targets, Group Activities and persons in charge within the workgroup, referral fees, problems solving procedures,etc*
- *Development of the group’s promotional material: Spanish and English version of Group presentation*
- *Client list exchange from each of the group´s member firms*
- *Strenthening of relations between the firms and common support in technical and commercial issues*
- *Important increase of referrals in the Iberoamerican zone and Joint Proposals. Biggest achievement: Boehringer Group*

Targets for the year 2013:

- *Monthly requests to the group members for an update on contacts made with clients with an interest in the IA zone and next steps recommended to introduce them other Kreston firms in the area*
- *Preparation of “Doing Business” in the countries where the Group has presence*
- *Prepation of KIA News Alert reporting significant news, to be published online: linkedin, twitter, etc.*

**Kreston
International
strategy**

I share the Kreston Vision proposed by the Board in Beijing based on the main target of Building the Global Business, with special focus on Market Recognition & Business Development and specific actions I would like to encourage with my participation in the Board would be:

**Government
al Sector**

Involvement of the Kreston International office in the development of the group objectives in the Governmental Sector, identifying the organisations of the European Union, United Nations, or the International Monetary Fund, etc. that require services that could be offered by Kreston.

Marketing

More implication in both marketing and commercial actions with professionals specifically destined to the action of sales and development of contact with potential clients (Commercial Directors).

Commercial

Identification of company groups that are audited by networks, which are in the ranking from numbers 10 to 15, and then make a presentation of Kreston so that this allows them to consider KI offers for future contracting.

**Regional
growth**

Promote and give support for the development and contracting of potential regional clients, which are identified by members of Kreston International.

**Promotional
Materials**

Have a document of “Doing Business” for each country, which is very useful in order to resolve initial questions that a client has when they want to go to another country, reinforces the image of the network and also helps to introduce the client to the KI member of that country.

**“Global and Regional growth
with a common aim”**

Elena Ramírez