

KELLY DE HARO MARTIN

Senior finance professional with 18 years of experience in corporate finance departments across consulting and service businesses. Experienced in planning, management control, treasury, tax and financial reporting, as well as leading teams. Works closely with senior management, bringing financial judgement to business decisions. Combines a strategic perspective with a hands-on understanding of accounting and operational processes.

Work Experience

CFO
Thinking Heads Group

Madrid, Spain
Since 2024

- Lead the Finance function, providing strategic financial guidance to the CEO and management team.
- Drive financial planning, budgeting and forecasting, translating business performance into actionable management insights.
- Strengthen cash management, working capital control and short- and medium-term financial planning.
- Lead the optimization and digitalization of corporate processes, leveraging ERP, automation and AI to improve efficiency and financial workflows.
- Oversee accounting, tax, audit and statutory compliance, ensuring the reliability and integrity of financial information.
- Manage financing requirements and relationships with financial institutions and other external stakeholders.
- Partner with Commercial, Operations and other business areas to improve financial visibility, decision-making and operational efficiency.
- Lead and develop the Finance team, setting priorities and ensuring effective coordination across the function.

CFO
MAI Group

Madrid, Spain
2018 to 2024

- Partner with the CEO and management team to define and execute the Group's financial strategy and objectives.
- Oversee the integrity of the Group's balance sheet and financial reporting, ensuring accurate and reliable financial information.
- Strengthen accounting processes and internal controls to support audit readiness and financial integrity.
- Monitor revenue and cash flow risks to protect the Group's liquidity position.
- Oversee project financials, including budgeting, forecasting and risk management.
- Lead the Group's finance team, ensuring consistent financial processes, reporting standards and effective execution across the function.

Financial Manager
AFRY / MAI Group

Madrid, Spain
2010 to 2018

- Oversee financial operations across company branches.
- Prepare and analyze financial statements.
- Manage budget control, financial closing and reporting to headquarters and the CFO.
- Oversee accounting and administrative controls, including procedures, expenses and HR-related processes.
- Manage treasury, cash flow and liquidity planning.
- Coordinate the annual external audit process.

Financial Controller
MAI Group

Madrid, Spain
2008 to 2010

- Manage day-to-day accounting and bookkeeping activities.
- Support monthly and annual financial closing and reporting.
- Manage treasury activities, including bank reconciliations, accounts payable and accounts receivable.
- Support the annual external audit process.

Marketing Assistant
RED-In Group

Madrid, Spain
2005 to 2007

- Support the annual marketing planning process.
- Manage departmental expenses, billing and event coordination.

Contact

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Education

BA in Economics
Universidad Autónoma de Madrid (UAM)
2008

Master in Finance Control
Universidad de Alcalá (UAH)
2014

Advanced Professional Certificate in International Taxation (APCIT)
International Bureau of Fiscal Documentation (IBFD) 2022

Skills

Hard Skills
Financial Planning & Analysis (FP&A)
Risk Management
Regulatory compliance & Audit
Cost control and efficiency
Treasury & Cash Flow Management
Internal Controls & Financial Governance
ERP Implementation & Optimization
AI-Enabled Process Automation

Soft Skills
Strong leadership
Stakeholder Management
Strategic thinking
Resilience
Empathy

Tools & Software
Advanced Excel / Microsoft 365
ERP: Odoo, UNIT4 / Agresso
CRM: Salesforce
HR System: Payfit
SQL Server / MySQL
TMS: EMBAT
Generative AI Tools

Languages
Spanish - Native fluency
English - Full professional proficiency
French - Elementary proficiency