



# SOFIA LANA MATTOS SALOMÃO

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39 years old

## Profile

Results-oriented CFO/Head of Finance/Finance Director with over 5 years of experience leading financial operations in startups and consumer goods multinationals. Skilled in financial management and reporting, strategic planning, and team leadership. Proven track record of driving organizational success and fostering productivity. Dedicated member and mentor at WCFO, committed to developing female finance leaders. Multicultural personal background with a passion for learning and serving others. Currently moving from Sao Paulo, Brazil to Rabat, Morocco.

## Employment History

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September 2021 – April 2024	<b>Rúmina (holding + 4 startups) – CFO</b> Sao Paulo, Brazil
	<ul style="list-style-type: none"><li>• Lead the preparation and presentation of annual budgets, monthly financial reports, and KPIs to Investors (Board of Directors),</li><li>• Played a key role in securing Series A investment rounds totaling USD 5M from 5 VCs, actively engaging in internal audits, due diligence, and regulatory compliance activities, following IFRS standards;</li><li>• Structured legal entity in Delaware to facilitate investment and expansion opportunities;</li><li>• Responsible for cash management, and operational financial processes, such as reconciliations, order-to-cash, accounts receivable, expense reports, inventory management, and banking routines;</li><li>• Acted as a strategic business partner, providing financial insights and analysis to drive informed decision-making and productivity.</li></ul>
June 2016 – August 2021	<b>Amway Brazil - CFO</b> Sao Paulo, Brazil
	<ul style="list-style-type: none"><li>• Lead a team of 17 professionals across Accounting, Tax, Treasury, and Financial Planning functions;</li><li>• Represented Brazil in the monthly reporting of financial results and key performance indicators (KPIs) to Corporate (US and LATAM region);</li><li>• Prepared the annual operational planning (budget) process and quarterly outlooks, ensuring alignment with organizational goals and objectives;</li><li>• Managed and reviewed financial business cases for promotions and investments, to obtain capital approval from the Corporate;</li><li>• Implemented and enforced financial processes in accordance with global internal policies, ensuring consistency and compliance across the organization;</li><li>• Key responsible to respond internal audits, following IFRS and US GAAP standards, and government authorities assessments;</li><li>• Implemented a productivity program to achieve breakeven after 25 years of losses; Promoted from Tax Manager to CFO in April 2018.</li></ul>

October 2011 – June 2016	<b>Natura – Tax Planning Manager</b>	Sao Paulo, Brazil
	<ul style="list-style-type: none"> <li>• Lead the strategic analysis and management of tax opportunities and risks exceeding R\$ 1MM;</li> <li>• Reported directly to the Controller and provided critical insights to the administration, as a member of the Finance &amp; Tax Committee;</li> <li>• Lead the corporate restructuring project resulting in annual tax savings of USD 2MM, demonstrating a keen ability to optimize tax structures and enhance financial efficiency;</li> <li>• Conducted Tax Due Diligence for Aesop, the Australian company acquired by Natura &amp; Co., ensuring compliance and identifying areas for optimization within the tax framework (transfer pricing);</li> <li>• Provided essential finance support in tax negotiations, resulting in substantial tax savings of USD 18MM/year and contributing to the organization's financial health and sustainability;</li> <li>• Started as a Coordinator and was promoted to Manager in 2014, showcasing dedication and expertise in tax management and strategic financial planning</li> </ul>	
November 2007 – October 2011	<b>EY (Ernst &amp; Young) – Tax Manager</b>	Sao Paulo, Brazil
	<ul style="list-style-type: none"> <li>• Lead compliance and process improvement projects, focusing on customs valuation analysis, tax support in due diligence, transfer pricing, tariff classification, origin certification, and management of special tax and customs regimes</li> <li>• Served as a trusted advisor to top clients including J&amp;J Medical, GE Healthcare, Avon, Votorantim, Vale, Procter &amp; Gamble, Wal-Mart, and Noble, delivering strategic solutions and ensuring compliance with regulatory requirements;</li> <li>• Progressively advanced from Trainee (2007) to Tax Advisor (2008), Senior (2009), and Manager (2010).</li> </ul>	

## Education

December 2013	<b>FGV - GV Law</b> <b>Specialization/Post Graduation: Tax Law</b>	Sao Paulo, Brazil
December 2006	<b>Mackenzie</b> <b>Bachelor: Business Administration</b>	Sao Paulo, Brazil

## Skills

<ul style="list-style-type: none"> <li>People Management</li> <li>Team Leadership</li> <li>Mentor</li> <li>Critical Thinking / Problem Solving</li> <li>Strategic Planning</li> <li>Cash Management</li> </ul>	<ul style="list-style-type: none"> <li>FP&amp;A / Business Management</li> <li>Compliance / IFRS and USGAAP standards</li> <li>Audit / Internal Controls</li> <li>International Tax Expert</li> <li>Controlling / Financial Reporting</li> </ul>
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## Languages

Portuguese (Native)  
English (Fluent)  
Spanish (Fluent)  
French (Fluent)

## Other Relevant Courses

December 2007	Managerial Accounting Training – FIPECAFI USP (132 hours)
November 2010	New Manager's Training, EY Corporate University - Florida, USA