



RAFAEL AUGUSTO VILLALONA

CEO | Country Director

Rafael Villalona is the CEO of CEMEX UAE, where he oversees operations and strategy for three leading companies in the cement, concrete, and chemicals sectors. With a Master of Engineering degree in Civil Engineering and over 17 years of experience in the construction industry, Rafael is a leader known for his commitment to sustainable solutions and innovative practices.

Under his leadership, CEMEX UAE has achieved remarkable milestones in sustainability, efficiency, and business growth. Rafael directed the transformation of the ready-mix division to achieve the lowest kg of CO₂/m³/strength globally, saving over 200 million kg of CO₂ during his tenure. He launched the first CEM II cement for structural use in the country and set a record for cementitious sales—51% higher than the previous 20-year record.

Rafael is a master at streamlining operations and achieving remarkable productivity. During his tenure, CEMEX UAE achieved record-breaking efficiency in plant productivity, pump productivity, and truck productivity. He also guided the company to become the first fully digital operation with 100% customer adoption of CEMEX Go, demonstrating his commitment to leveraging technology for business advancement.

Before his role at CEMEX UAE, Rafael held key positions in various countries, including Egypt and Haiti, where he demonstrated a track record of delivering results in challenging environments. In Egypt, he tripled net operating cash flow within his first six months by overhauling the commercial strategy, and in Haiti, he set new records for sales volume and cash flow, while maintaining the lowest operating expenditure in over a decade.

Rafael's success stems from his strategic vision, and ability to build strong relationships with stakeholders and focus on sustainable practices. He is adept at creating a culture of collaboration and excellence within his teams, which has contributed to CEMEX's ongoing success.

Rafael holds a Bachelor of Science in Civil Engineering from The Ohio State University and a Master of Engineering from the University of Maryland. Beyond his corporate roles, he has served as an Executive Board Member for the Association of Industries of Haiti, contributing to the growth of the industrial sector. With his extensive experience and commitment to sustainability, Rafael continues to lead the cement industry toward a more innovative and sustainable future.



PATRICIA BERENICE HERNANDEZ RESENDIZ

CEO | Co-Founder | CMO | Co-Partner

Patricia Berenice Hernández Resendiz is a co-founder of Bear Polar Management Consultancies Co., where she spearheads strategic international projects in Digital Marketing, FinTech technological innovation, and emerging solution platforms. As a Director of Results-Oriented Management, she brings over 18 years of experience driving strategic development, technological innovation, and sustainable growth.

Ms. Hernández holds a Public Accounting and Computer Administration degree and is a certified Project Management Professional (PMP) through the Project Management Institute (PMI, Mexico Chapter). She boasts extensive expertise in developing and managing strategic projects, implementing and developing enterprise resource planning (ERP) platforms such as ORACLE, SAP, and Odoo, and creating financial platforms for the FinTech sector and emerging market solutions.

One of Berenice's most notable achievements was leading the successful migration of Prudential Bank's Oracle ERP platform to the new versions at Banco Actinver. This was accomplished in record time and resulted in a 35% overall budget saving. She also pioneered the design of a digital platform that automated internal operational and accounting processes, reducing transaction processes by 20%. Furthermore, she led the implementation of these solutions in Brazil and the United States.

Ms. Hernández is renowned for her expertise in financial innovation solutions and technological platforms for emerging markets. She was instrumental in developing and designing one of the first technological platforms from scratch for the management and administration of Credit Unions, SOFOMES, SOFOLES, and SOFIPOS in Mexico. Her prominent clients include Grupo La Moderna, CREDIPYME, and CRÉDITO MAESTRO.

Currently, Berenice is at the forefront of integrating Digital Marketing services, where she plays a pivotal role in driving the growth and market positioning of small and medium-sized enterprises. Her expertise encompasses comprehensive digital optimization, advanced application development, and the execution of global emerging projects. She is adept at identifying and leveraging opportunities for innovative solutions, enhancing digital presence and competitive edge across various markets in LATAM, Europe, and the United Arab Emirates.

Beyond her professional endeavors, Ms. Hernández serves as a jury member for innovation incubator projects of Angel Investors and is an active member of the Mexican Institute of Leaders of Excellence (IMELE). Her overarching goal, both personally and professionally, is to advance digitalization for companies of all sizes, ensuring robust web presence and market positioning.



FADI SABOUNE

Entrepreneur | Founder | CEO

Fadi Saboune is an accomplished entrepreneur and executive with extensive experience in the food and ingredients industry. As the Founder and CEO of Creative Ingredients since 2016, he has positioned the company as a leading provider of innovative food ingredients. In addition, he co-founded Best Ground International (Mexico) in 2007, where he currently serves as a board member, contributing to the company's strategic direction and global expansion. His previous role as Commercial Director demonstrated his expertise in sales, business development, and strategic leadership. In 2008, he established Best Ground General Trading in Dubai, driving growth and success in the Middle East trading sector.

Fadi's entrepreneurial skills and business development acumen have enabled him to launch and grow multiple businesses within the food and ingredients sector. He excels in strategic planning and execution, consistently driving business growth and market expansion. His leadership and board governance abilities are evident in his roles as a founder and board member of international companies. Moreover, Fadi's expertise in commercial operations, sales management, and client relationship management has been instrumental in his success.

Throughout his career, Fadi has successfully established and scaled businesses, demonstrating sustained growth and profitability. He has played a pivotal role in expanding Best Ground International's presence across various markets, contributing to the company's ongoing success. During his tenure as Commercial Director, Fadi drove significant revenue growth and market share expansion through effective sales strategies and market positioning.

Fadi Saboune's career is characterized by his strategic vision, leadership acumen, and ability to foster business growth and expansion in competitive markets. His achievements underscore his capability to lead and innovate within the food and ingredients industry.



LENA JANINA WEISENBERGER

Founder | Creative Designer

Lena Janina is the founder of a consulting and marketing company in Dubai, where she works with a broad spectrum of clients; from Emirati motorsport drivers to global talents and high-end luxury brands. Lena is also the creative designer of Janina Jonee, a sustainable fashion brand that works to support artisanal craftswomen across Mexico.

Lena is on the Organizational Committee Board for the Pink Caravan breast cancer awareness campaign under the Patronage of The Ruler of Sharjah, His Highness Dr. Sheikh Sultan AlQasimi, and Her Highness Sheikha Jawahar. Long a campaigner for breast cancer, this is a charity close to her heart and one that brings free breast cancer screening to all seven emirates, in a week-long campaign throughout the country.

A passionate advocate for women of all backgrounds, Lena worked with the former First Lady of California, Maria Shriver on what was the world's largest Women's Conference; receiving a letter of recognition for her excellence from the First Lady. Lena has lived in the UAE since she was a child and has worked tirelessly to bridge the gap between the Emirates, the US, and Mexico; using her extensive network of contacts in all 3 countries, to build bridges culturally and economically.

Lena has an MBA from the Hult International Business School in Boston; where she founded and was the President of the Women in Business Association for Dubai, London, and Boston - where she still serves as an advisor. Lena also has a Bachelor from California State University, Craig School of Business, CSUF in International Business, as well as a supporting degree from the Hong Kong Baptist University in Strategic Management.



INGRID OROZCO

CEO | Corporate Diplomat | Internationalist

CEO and President to Ulead International (Global Trade Promotion and Investment Attraction Agency serving as a bridge between Latin America and the Middle East). Internationalist and Corporate Diplomat with more than 15 years of experience in trade promotion, business expansion, innovation, and inclusive economic development, Ingrid has a very dynamic career, implementing economic development, cultural, and social impact projects in America, Asia, Europe, and the Middle East.

As a member of the Mexican National Bank of Counselors, Women's President Organization (WPO), President of The Organization of Women in International Trade (OWIT), and Executive Director of The Academy for Women Entrepreneurs (AWE), Ingrid is deeply committed to sustainable development. Her passion for fostering inclusive growth through international trade led to her appointment as Official Representative and National Coordinator for WTO-ITC SheTrades in Mexico, UAE, Qatar, and Saudi Arabia, dedicated to creating trade impact for good. Having previously served as a Senator to Mexico at the World Business Angels Investment Forum, an affiliated partner of the G20 Global Partnership for Financial Inclusion, Ingrid dedicated herself to crafting innovative financial instruments specifically designed to support entrepreneurs, startups, scaleups, SMEs, and companies. Through these efforts, actively contributed to cultivating an environment conducive to economic growth.

Ingrid has collaborated with more than 20 countries, governments, trade promotion organizations, chambers of commerce, and companies, forging international trade, and building bridges of understanding. In the UAE She has served as a Global Representative for The Private Office of Sheikh Saqer Bin Mohamed Al Qasimi until 2021, as Business Commissioner to the Mexican Pavilion at Dubai Expo 2020, as DPW-JAFZA Official Agent, and as Honorary President to WEI Middle East.

In her advisory role, Ingrid provides guidance to entrepreneurs and company owners on competitiveness development, investment attraction, internationalization processes, inclusion, and social impact. She is dedicated to promoting local sustainable development through global actions.

In recognition of her leadership and contributions, Ingrid was selected by the U.S. Department of State as the Young Leader of the Americas Initiative (YLA). She was also honored as a Global Woman Leader by the Global Council for the Promotion of International Trade in India. Additionally holds the position of UAE Country Chair under the auspices of All Ladies League.



RODRIGO ANTILLON MOREIRA

Co-Founder | Chief Business Development Officer

Rodrigo Antillon Moreira is the Co-Founder and Chief Business Development Officer of Nomad Munch Group, a UAE-based company specializing in food concept development, casual dining, online food delivery, and large-scale F&B event operations. The company currently operates three food concepts—La Patrona, Chicano, and Brassa—across four major locations in Abu Dhabi and Dubai.

With 15 years of experience as a Senior Drilling Engineer and Performance Advisor, Rodrigo has worked on onshore, offshore, and artificial island projects for both operator and service companies. He possesses advanced expertise in Project Management, Well Engineering, Drilling Operations, and Performance Management for ERD, Multilateral, Horizontal, HPHT/LPHT, and Re-Entry wells. He also has substantial experience in Completion and Workover operations. His international work exposure includes the Middle East (UAE, Saudi Arabia), Mexico, France, and Brazil.

Rodrigo is skilled in Project Management and Integrated Services coordination and has led high-impact projects in the oilfield, aerospace, and F&B industries. He has provided advisory and consulting services to Drilling Engineering and Operations teams, introducing initiatives to reduce well duration, ensure the replication of successful practices, share lessons learned, and implement best operational practices. He also oversees asset benchmarking processes to ensure project performance meets KPI targets.

Currently, Rodrigo balances his professional role at ADNOC Offshore with managing Nomad Munch Group's business operations. Previously, he worked as a Drilling Engineer at Schlumberger in Mexico, Saudi Arabia, France, and Brazil (2008–2013) and as an Aerospace Design Engineer at Labinal Safran Group (Boeing 787 & Embraer) in Mexico and Brazil (2007–2008).

Rodrigo holds a Master of Business Administration (MBA) with a Postgraduate Degree in Project Management from Universidad de las Americas Puebla (UDLAP) (2018) and a degree in Industrial Engineering with a minor in Systems from ITESM Instituto Tecnológico de Estudios Superiores de Monterrey, Campus Chihuahua (2008).

His publications include SPE Paper 188776 on the application of MSE and downhole Real-Time data to optimize POOH decision-making, presented at ADIPEC 2017, and SPE Paper 192946 on an integrated drilling optimization approach to reduce well duration. Additionally, his project "Successful HPHT high angle Sidetrack in Salt Dome" won the 2012 Geomarket Symposium Innovation Award and was featured at the International Drilling Symposium in the UK.



JUAN FRANCISCO FARANDA

Managing Director

Juan Francisco Faranda is a Managing Director with a distinguished record of achievement in new business development within the energy sector, focusing on establishing and implementing strategies for exploiting both existing and new markets. His professional career at Tenaris began in 2004 and spans several key leadership positions. Since 2020, he has been serving as the Managing Director of Tenaris in Abu Dhabi, where he leads the UAE team and oversees investments and projects in the country. From 2014 to 2020, Faranda was the Managing Director for Southeast Asia and Oceania, based in Singapore. In this role, he was responsible for teams across the region, including commercial offices and service centers in Singapore, Australia, Thailand, and Vietnam, and was a board member of Tenaris SPIJ in Indonesia. Prior to this, he was the Managing Director for Oceania from 2012 to 2014, based in Perth, Australia, with full P&L responsibility for the unit. Between 2008 and 2012, Faranda served as Senior Commercial Director for Central Africa, located in Paris, France. His earlier roles include Inside Sales Manager in Buenos Aires, Argentina, from 2006 to 2008, Commercial Manager in Houston, USA, from 2005 to 2006, and Supply Chain Manager in Buenos Aires from 2004 to 2005.

Faranda's educational background is equally impressive. He earned an Executive Master in Change (Clinical Psychology) from INSEAD, spanning from 2019 to 2023, with studies in Singapore and France. He completed an Executive MBA from IAE Business School in Argentina in 2008. He holds a degree in Industrial Engineering from Instituto Tecnológico de Buenos Aires (I.T.B.A.), where he graduated in the top 15% of his class in 2003, without any failed subjects.