

Second professional life

November 2020

Observing the evolution of Spanish banking since 2008, as a result of its expansive strategy, that year had the largest number of bank offices in Europe, with nearly 45,000 branches and more than 280,000 employees.

But the tremendous financial crisis provoked an instant change of its expansive strategy, along with the disappearance of dozens of entities, besides the mergers and acquisitions, the need to cut back on costs and improve efficiency, along with the digitalization of the sector, have provoked a radical adjustment in the network of banking branches that continue to this day.

For this reason, more than 25,000 branches have been closed provoking "a banking deficiency" in some areas of our country, Catalonia, the Valencian Community and Madrid.

In summary, the excesses of the banking sector committed in the years of glory, along with terrible

monetary policy for the financial sector and the change of uses and customs in clients and users for digitalization, have provoked massive firings in banking. The financial entities that operate in our country have fired since the beginning of the crisis more than 90,000 employees. And, the adjustment has not ended yet.

Presently, we have restructuring processes already initiated this year, as a consequence of the latest mergers and acquisitions, which will elevate this cutback with more additional dismissals, with preretirement of people older than 52 being the most popular choice made by companies.

In more than 20 years of experience as a professional headhunter of Executives, I've been lucky enough to have had the opportunity to participate in the expansion of banking networks, of PYMES, of companies, of private banking, of consumer credits, investment

banking, on line banking... for no longer existing entities like Caja Madrid, Caixa Nova, capital one from Bankinter, Abn Amro, Caixa Galicia, Banco Popular, Banesto, Banco Pastor... and for surviving entities like Liberbank, Bbva, Ingdirect, Santander, etc.

And after having had the opportunity of carrying out innumerable processes of executive searches as well as evaluation of these searches in the banking sector in growth or in mergers and acquisitions...

I believe without a doubt that there is a great talent available, for his experience, as well as for his preparation and knowledge, competency profile, in all entities, talent that we can and must recycle, an enviable senior talent that can contribute greatly to startups, and collaborate in the professionalization and improvement of PYMES, and family companies.

Reutilize knowledge and experience of the senior banking talent and reconvert, reutilize and renovate for PYMES and startups. Bringing forth financial risk knowledge, sales,

operations, financing... and experience in the management of clients, financial advising to companies, business and market vision.

Examples of company managers for Senior Kams of Renting/financial, branch directors for PYMES managers, Risk Advisors for Financial Directors, Internal Auditors for controllers, quality, Operations, Computer Science for medium companies, PYMES and startup companies like Fintech.... Etc.,

This way the professional profiles of Company Manager/Directors usually have an academic profile in BAs or Masters in ADE or Business Management, with a great educational accounting, financing and/or MBA component.

The key competencies of these professionals are usually: leadership, communication, negotiation, impact and influence, to convince and persuade potential clients, as well as being used to a high discussion for the negotiation and presentation to the CEO, General Board of Directors, Financial Director, Treasury, Controller, etc. Besides the capacity to represent the Bank in

specialized chats, associations and in the negotiation with the Administration of IRS.

As well as being goal oriented, of any commercial activity, with tenacity, constancy, resiliency, empathy, teamwork, and flexibility to adapt to different speakers. Needless to say, analysis capacity to be able to understand and get to know the financial needs of companies and recommend the best products or financial services.

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