



ARTEMIO MILLA GUTIÉRREZ

External Advisor, Manager, Trainer and Consultant
(+40 years of experience)

CONTACT



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EDUCACIÓN

UNIVERSIDAD DE VALENCIA

- Economist and PhD in Economics

AREAS OF EXPERTISE

- Change management and family business
- Strategic planning
- Finance
- Corporate finance
- Audit
- Organisation
- Economics
- Econometrics

LANGUAGES

- Spanish
- English

PROFESSIONAL SUMMARY

External advisor, manager, trainer and business consultant with over 40 years of experience. Proven ability to guide companies towards profitable and sustained growth, EBITDA improvement, organisational improvement and key results, focused on creating shareholder value. Extensive experience in industrial companies.

Trainer (+ 35 years) in subjects related to finance and strategic planning in the main Business Schools of the Valencian Community, Murcia and 'in company'. + More than 3,500 students.

Consensus professional, highly decisive, efficient and effective, results-oriented and motivator of change for the achievement of objectives. Team player. Organised. Meticulous. Disciplined. High strategic vision of the business world and the economy.

PROFESSIONAL EXPERIENCE

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|---|----------------|
| Milla, Martínez y Asociados Auditores Co- founder & Managing Partner | 2005 - Present |
| Altair Soluciones Reales Co-founder & Managing Partner | 1996 - Present |
| Grupo Ros Casares Director of Planning and Management Control and Chief Financial Officer Member of the Strategic Committee | 1992 - 1996 |
| Arthur Andersen Audit & Consulting Manager | 1984 - 1992 |
| Caja de Ahorros de Valencia Office Financial Controller | 1980 - 1983 |

EXPERIENCE AS EXTERNAL ADVISOR

More than 15 years of experience as external advisor in industrial companies in various sectors (+15 companies) in the Family businesses. Promoter of change, consensus between managers and/or family and generational transition.

CERTIFICATIONS AND COURSES

- **Expert in Company Valuation** - Spanish Institute of Financial Analysts (IEAF).
- **Chartered Account Auditor and Chartered Accountant**. Member of the REA and ROAC.
- **Financial Analyst** - Fundación de Estudios Bursátiles y Financieros (FEBF) and by the IEAF.
- **Mediation Course** - Escuela de Negocios (Cámara Valencia).
- **Diploma in Business Planning and Administration** - CEPADE (Universidad Politécnica de Madrid).
- **Regression and Forecasting Models** - EGADE Business School of the Tecnológico de Monterrey (Mexico).
- **Quantitative and Qualitative Techniques for Research** - Polytechnic University of Valencia (UPV).
- **Exercising Leadership: Foundational Principles** - Harvard University.
- **Strategic Management: Competitive Strategy** - Wharton University.
- **Business English** - Universidad Isabel I.
- **Macroeconometric Forecasting** - International Monetary Fund (IMF).
- **Financial Programming and Policies (I and II)** - International Monetary Fund (IMF).
- **Macroeconomic Diagnostics** - International Monetary Fund (IMF).
- **ChatGPT** - Growit School.
- **Advanced Corporate Strategy** - Indian Institute of Management Bangalore (IIMB).
- **Good Corporate Governance for Professional Directors** - Institute of Managing Directors (IC-A).
- **Organizational Design: Creating Competitive Advantage** - Indian Institute of Management Bangalore (IIMB).
- **FMAx: Financial Market Analysis** - International Monetary Fund (IMF).
- **Strategic Management** - Indian Institute of Management Bangalore (IIMB).
- **Statistical Analysis** - Universidad Galileo.
- **Statistics and Probability** - National Autonomous University of Mexico (UNAM).
- **Fundamentals of Applied Statistics** - University of the Andes.

PUBLICATIONS AND CONFERENCES

- The Art of Valuing Companies. (Co-author).
- How to Elaborate Financial Projections. (Co-author).
- How to Prepare and Control Annual Budgets. (Co-author).
- The Development of the Strategic Plan and its Implementation through the Balanced Scorecard. (Co-author).
- Creating Shareholder Value (Author). Doctoral Thesis.
- Strategies and Measurement of Shareholder Value Creation. (Co-author).
- Corporate Operations: Everything You Need to Know. (Co-author).
- Effective Economic-Financial Diagnosis: All the Keys. (Author).
- The Elaboration of the Strategic Plan. (Co-author).
- The Balanced Scorecard. (Co-author).

Numerous articles published, conferences, courses and seminars on topics related to economics, finance, corporate finance and strategic planning.

OTHER

- I was an economics blogger for the **newspaper EXPANSIÓN** (Comunidad Valenciana).
- Author of several annual **financial studies** (ceramics, paints, toys) and **strategic studies** (cleaning products, cosmetics, fertilisers, rubber industry, frozen foods, etc.).
- Responsible for FEIQUE's **Monthly Economic Reports, Chemical Industry Trade Balance and Chemical Industry Cost Structure along with the Annual Financial Reports of the Paint Manufacturing Sector and the Toy Manufacturing Sector.**

