

# PRESS DOSSIER





# THE COMPANY

Axis Corporate is an international business transformation consulting firm with more than 15 years of experience.

Since it was founded in 2005, it has improved the results of more than 400 national and international companies.

We aim to **make organisations grow** so that they contribute to society, making

them more **profitable, responsible, and sustainable** in the process. This is the challenge that motivates us to give our best.

The consulting area currently has more than **a hundred professionals** distributed over offices in Barcelona, Madrid, and Boston.

## INDUSTRIES

The company operates in different industries:



Banking



Insurance



Asset Management  
(Real Estate – NPA)



Energy and  
Industry



Technology, Media, and  
Telecommunications



Mobility and  
Services

# SERVICES

Axis Corporate is organised into 8 Service lines, oriented toward offering a comprehensive response to the different needs of companies:

## Operations

We provide independent advising on the most appropriate outsourcing solutions and technology tools to push the operational model to its maximum potential.

Our approach includes evolving management models and talent development, providing training on the latest digital solutions.

We constantly seek maximum efficiency through our programmes and specific methodology, focusing on delivering the best customer experience.

## Supply Chain

We apply robust yet simple solutions with a people-centred focus and a process management approach, deploying indicators and continuous improvement models to achieve excellence in our clients' transformation projects.

## Finance Advisory

Companies are facing a highly demanding and changing business context that requires continuous adaptation to any new challenges that may arise.

Faced with this situation, the finance function is forced to reflect deeply on its operational model and value proposition in order to help the organisation achieve its objectives and respond to business challenges.

## Growth and Customer Experience

In a context in which the relationship between companies and their customers is changing and evolving towards the demand for more personalised products, the costs of production, services and personnel are increasing and there is more competition among companies, it is becoming increasingly important to review, improve upon, and transform the company's business model and revenue.

## IT Advisory

Technology is the lever that organisations need to use in order to offer the best value proposition to their customers. At Axis Corporate, we help organisations in their transformation programmes using technology to achieve their business objectives.

Our services are oriented toward offering support to the CIO in identifying the transformation path of the

technology area, defining the operational model, and improving on critical IT processes by addressing a cost reduction plan and defining resilient, scalable, and sustainable architectures.

## Talent and Culture

In an ever-changing world of labour, it is crucial that the People function maintain a strategic vision to contribute to business transformation.

Now more than ever, the People function must focus on the needs of employees, contributing to more sustainable and reputable competitive work environments.

## Sustainability

Sustainability requires special treatment due to its high reputational impact on society, and it is considered a cross-cutting issue that affects the business model itself.

We help our clients better understand the environment in which they compete, interpret the regulatory requirements they face, focus their business strategies on aspects that provide them with competitive value, work on their sustainability strategy, and serve as catalysts for business activities that place the environment and society at the forefront.

## Digital and Intelligence

Digitalisation is transforming society and the business environment, forcing companies to continuously reflect on its impact on their business model and their value proposition to customers.

We provide an expert and unconditional vision of the new possibilities offered by digitalisation and the different capabilities on the market to support this transition and the digital transformation process.

## Risk Management

The current macroeconomic environment is characterised by geopolitical instability, heightened climate risks, ecological transition, digital transformation, and constant pressure from new regulatory requirements. Against this complex backdrop, corporations are changing the way they manage and control risks, as well as the way they deal with business opportunities.

# TEAM



**Casimiro Gracia**  
Chief Executive Officer

His professional career began at La Caixa, in the Office, Operations, Commercial, and Products areas.

In recent years, he has alternated his position with management roles at EDS, carrying out business in the new Business Process Outsourcing division.

He has also participated in the creation and strengthening of several entrepreneurial companies, including Axis Corporate, which have a presence over 3 continents.

He has more than 15 years of experience as a consultant for leading national and international companies in the financial, tourism, media, IT, and service sectors in general. He also has more than 15 years of experience as a manager in the financial sector.

He holds a degree in Economic Science and Business Administration from the University of Barcelona and an MBA from ESADE.



**Luis Fernández de Nogaró**  
Partner

He has extensive experience in the Retail & Corporate Banking divisions, including the areas of Operations, Technology, Organisation, and General Services.

His professional career is mainly based on the design and implementation of operating models, efficiency improvements, and merger, integration, and transformation projects in various leading national and international banking and insurance companies.

His career has evolved in strategic and operational consulting, and he specialises in the financial sector.

He holds a degree in Economic Science and Business Administration from the University of Barcelona, an Executive MBA from ESADE, and a PhD in Project Management from the Polytechnic University of Catalonia.



**Joan Carbonell**  
Partner

He is a partner at Axis Corporate and is responsible for the development of major accounts in the Finance and Real Estate sectors. In addition to his knowledge of the Finance and Real Estate sectors, he has also worked for companies in the industrial, media, tourism, and public sectors.

He has more than 15 years of experience leading transformation and value-adding projects, accompanying businesses in the Finance and Real Estate sectors during the process of implementing their strategies, acting on commercial, operational, technological, and digital levers.

He holds a degree in Industrial Engineering from the Polytechnic University of Catalonia and an MBA from ESADE.

# TEAM



## **Jaime Fernández**

Partner

He has more than 15 years of experience in strategic and operational consulting, mainly in the financial services and real estate sectors.

He has developed his career in the Media division, including the areas of operations, technology, organisation, and general services, as well as retail business.

Standing out among his projects are the design and implementation of operational models, efficiency improvements and mergers, integration, and bank transformation projects in various leading national and international institutions.

He holds a degree in Telecommunications Engineering from the Polytechnic University of Catalonia.



## **Gonzalo Ortega**

Partner

He is responsible for Operational Transformation services for the Real Estate sector. In addition to starting business and commercially developing the accounts he is in charge of, he goes into detail in each of the projects he manages with the aim of maintaining quality and providing the maximum possible value to clients.

He is an architect from the Polytechnic University of Madrid with an MBA from the IE Business School.



## **Manuel González**

Partner

He leads the company in the areas of Digital & Enabling Solutions as well as Finance Transformation in various market sectors. His “go-to market” involves the technological arena, and he is committed to the evolution of the value proposition of the CFO area.

He has solid experience involving the transformation and digitalisation of corporate functions and commercial operations in companies dealing with utilities, oil, and natural resources.

He holds a degree in Law, specialising in the legal-economic realm, in Business Science from the University of Deusto (Bilbao), another in Business Administration and Management from the UNED (Madrid), an Executive MBA from IE, and is currently studying a PhD in Finance at the Autonomous University of Madrid.



# TEAM



**Roberto Fernández**  
Partner

He has 25 years of experience in the financial and technology sectors, having held positions in multinational consulting firms as a director, leading the banking sector.

He takes on digital transformation projects in Spain, South America, and Central America and also reinforces Spain as a knowledge hub in banking.

At Axis Corporate, he reinforces the value that the consulting firm brings to companies in the financial sector through the use of technology and by focusing on the international level.

He holds a degree in Chemical Sciences from the Complutense University of Madrid and a Postgraduate degree in Financial Entity Administration and Risk Management from the Fundação Getulio Vargas.



**Javier Fariñas**  
Associate Partner

Javier Fariñas has more than 20 years of experience in the financial and utilities sectors.

His consulting career has evolved in the areas of risk management and control and compliance, as well as in processes for the transformation of banking and para-banking business models.

His projects for optimising the risk management framework, designing and evaluating qualitative and quantitative measurement models, as well as transforming the financial management function for large corporations stand out.

# HEADQUARTERS AND OFFICES

## HELLO!

We help our clients face challenges in international markets, offering comprehensive, multidisciplinary, and dynamic service in each of our offices.



### **Barcelona**

Av. Diagonal 640, 1ª planta  
08017 Barcelona, España  
Phone: (+34) 932 724 440

### **Madrid**

Calle Serrano 55, 1ª planta  
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Phone: (+34) 914 113 838

### **Boston**

75 State Street, 1st floor  
Boston, MA 02109, USA  
Phone: (+1) 617 996 1620

# COMPANY INFORMATION AND CONTACTS

**Creation of the company:** 2005

**Main headquarters of the company:** Spain

**Team:** +100 professionals

**Offices:** Barcelona, Madrid y Boston

**President:** Casimiro Gracia

**Axis Corporate shareholders:**

Casimiro Gracia

Luis Fernández de Nograro

**Press contacts:**

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**axis** Creating value  
CORPORATE through transformation