

# José Antonio Gómez

GENERAL MANAGER · ECONOMIST · MBA

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Chile  
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**+75%**

Sales Growth  
Chemie (9 years)

**9%→22%**

EBITDA Chemie  
(9 years)

**1.400**

FTEs Led  
(LATAM)

**17%**

Netafim Growth  
2024–25

Senior executive with over 25 years of experience leading industrial and financial services organizations in Latin America. Specialized in profitable P&L growth, opening new markets, and leading multidisciplinary teams of up to 1,400 people. Proven track record of sustained sales and EBITDA growth in complex and multicultural environments.

## EXPERIENCE

### Netafim Chile (an ORBIA Business)

May 2023 – Present

#### Managing Director

*Netafim is the global leader in irrigation solutions for agriculture and mining.*

- Full P&L responsibility and innovation strategy.
- 17% growth in sales (2024–2025).
- Developed a strategic plan to double the size of the company in 5 years.
- 7 direct reports.

### Semillas Generación 2000 S.A.

February 2021 – April 2023

#### General Manager

*SG-2000 is a Chilean Seed Production company offering multiplication, nursery, grow out, treatment, and disinfection services.*

### Chemie S.A.

October 2011 – December 2020

#### Corporate General Manager – Chile

*Company with 200+ employees and more than 30 years of experience in the agricultural and animal health industries in Latin America.*

#### Main Responsibilities:

- Direct responsibility of the P&L, new business and innovation strategy.
- Responsible for the relationship with the main local and international suppliers and clients.
- Standardization and digitalization of products, processes, systems, and operational model.

#### Main Achievements:

- Increased total sales from US\$40M to US\$70M in 9 years and EBITDA from 9% to 22%.
- Creation and mentoring of a high-performance team. Recognized as “Great Place to Work” 2017.

### HSBC Bank

2010 – 2011

#### Regional Director – Projects / HSBC México S.A.

Ciudad de México, México

- Created and led a regional team (1,400 FTEs in LATAM) to deliver complex projects.
- Managed inward migrations of personal financial services processes from each Latin American country into Mexico.
- Presented and obtained approval of migration projects from local Banking Regulators.

#### Main Achievements:

- Reduction between 35%–50% of operating expenses and head count at HSBC branches in LATAM.
- Standardization and digitalization of processes, reducing process time by 20% and improving client experience.

## HSBC Bank – Chile

2007 – 2010

### Head of Premier Project / Head of Operations Control (OPSCO)

Santiago de Chile

- Prepared, obtained approval, and executed the Business Plan to implement Personal Banking in Chile.
- Led the Due Diligence to acquire the Credit Card business (PRESTO) from LIDER Supermarket.
- Design and development of the operational model of HSBC's organic growth plan.
- Responsible for BTU, Operational Risk & BCP, Information Security Risk, Manuals and Procedures.

#### Main Achievements:

- Responsible for the continuity of the bank's operations 24 hours after the 2010 earthquake in Chile.
- Launch of the first 4 HSBC branches in Chile.

## HSBC Bank USA N.A.

2003 – 2007

### Assistant Vice President – International Private Banking

Santiago, Chile

- Analysis and investment advisory to the team and clients based on a needs assessment.
- Client portfolio management with minimum financial investments of US\$1M.

## The Toronto-Dominion Bank (TD Bank / TD Securities)

2001 – 2002

### Regional Representative

Santiago, Chile

- US\$400M portfolio management – Financial Institutions and Corporates (LATAM).

## Bancosur – Banco Santander Perú – BSCH (Merger)

1997 – 2001

### Relationship Manager / Investment Advisor / Segment Manager

Lima, Perú

- Development and implementation of Domestic Private Banking in Bancosur and post-merger integration.

#### Main Achievements:

- Launch of the Private Domestic Banking area in Bancosur (later BSCH).
- Launch of the first VISA Platinum credit card in Peru.

## Banco Latino

1996 – 1997

### Assistant Manager – Corporate Banking

Lima, Perú

- Industries analysis and credit proposals.

## EDUCATION & CERTIFICATIONS

### Economist · December 1996

Universidad de Lima, Lima, Perú

### Global Consulting Practicum · May 2000

Wharton Business School – UAI · Pennsylvania, USA / Viña del Mar, Chile

### International Immersion · June 2000

Copenhagen Business School · Copenhagen, Denmark

### MBA – International Programme · August 2000

Universidad Adolfo Ibáñez (UAI) · Viña del Mar, Chile

### Lean 6Sigma Black Belt · April 2008

HSBC México S.A. · Ciudad de México, México

### Lego Serious Play – Certified Facilitator · March 2015

Rasmussen Consulting · Santiago, Chile

## AWARDS & LANGUAGES

### “Great Place to Work” 2017

Under my management at Chemie S.A.

Spanish – Native | English – Advanced