

JOSÉ ANTONIO GÓMEZ ROCHA

General Manager/Managing Director – Regional CEO – Board Director



Economist from Universidad de Lima Presen (Peru), bilingual in English; holds an MBA (International Programme) from Universidad Adolfo Ibáñez (Chile). Extensive corporate management and business development, linked to industrial and banking sectors in Chile, Peru, and Mexico. Recognized for his mastery and structuring of key business processes, and for opening new business lines and markets (scaling). Leadership and formation of high-performance and high-volume multidisciplinary teams (1,400 people) distributed across LATAM. Has achieved excellent results in profitability (EBITDA), digital transformation, and operational continuity at companies such as NETAFIG, HSBC, and CHEMIE. Outstanding relationship, negotiation, and stakeholder influence skills. Dynamic, decisive, and persevering.

CONTACT

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EDUCATION

Program for New Board Directors

Pontificia Universidad Católica de Chile
In progress (Chile)

MBA (International Programme)

Universidad Adolfo Ibáñez (UAI)
August 2000 (Chile)

International Immersion

Copenhagen Business School
May 2000 (Denmark)

Global Consulting Practicum

UAI – Wharton Business School
July 2000 (Chile/USA)

Economist

Universidad de Lima – July 1996 (Peru)

LANGUAGES

Spanish – Native / English – Fluent

SKILLS & OTHER

- P&L Management and business scaling
- Regional Expansion
- Public-Private Partnerships and agreements with universities
- Influence on policies and strategic stakeholder relations
- Great Place to Work implementation (Ranked #13)
- International Mobility (Peruvian, Portuguese, and Spanish Passports; Chilean Permanent Residency)

PROFESSIONAL

Board Director

Agroexportadora San Martín S.A.C (AESM), Peru (April 2026 – Present)

- Company that researches, develops, produces, and finish products for the agricultural, livestock and sanitation areas in general.

Managing Director

Netafim Chile (an ORBIA Business), Chile (May 2023 – March 2026)

Global pioneer and leader in irrigation solutions for agriculture and mining.

- Optimize the full P&L process along with the innovation strategy for Chile.
- Develop business and portfolio, achieving sustained commercial expansion of 17% in 1 year (CODELCO, BHP, SUGAL, Tokosova), and strengthen the go-to-market strategy.
- Manage a team of 100 people with 7 direct reports.
- Represent the company before Stakeholders and act as business agent at International trade fairs

General Manager

Semillas Generación 2000, Chile (February 2021 – April 2023)

Chilean company, leader in seed production, multiplication, nursery, grow-out, and disinfection.

- Develop Corporate Governance and professionalize the company.
- Implement a strategic market expansion plan, increasing annual sales from US\$7MM to US\$10MM (43%) in under 24 months.
- Implement the operational standardization plan (2 processing plants), automation, and digitalization of commercial processes.

Corporate General Manager – Latin America

CHEMIE S.A., Chile (October 2011 – December 2020)

Company with 100+ employees and 30+ years in the formulation and commercialization of agricultural and animal health products for LATAM.

- Develop a local and regional expansion plan in LATAM, increasing agricultural and animal health sales from US\$40MM to US\$70MM (75%) in 8 years.
- Lead an operational optimization process (process standardization and automation) and cost control, improving EBITDA from 9% to 22% in 6 years.
- Manage P&L, commercial strategy, innovation, and agreements with universities across LATAM (Unigraria – Colombia / Universidad Veracruzana – Mexico / U. de Chile – Chile).

HSBC GROUP (2003-2011)

Regional Director of Projects – LATAM

HSBC Bank Mexico, Mexico (2010 – 2011)

- Lead operational and commercial transformation Program of Projects in LATAM.
- Standardize and digitize processes, achieving a 35%–50% reduction in costs and FTEs, and a 20% reduction in execution times.
- Manage approvals with various LATAM Banking Regulatory Entities (SBIF-Chile / SBS-Peru / CNBS-Honduras).

Head of Premier Project / Head of Operations Control

HSBC Bank Chile, Chile (2007–2010)

- Design and execute the Business Case for the launch of Personal Banking in Chile.
- Open the first 5 branches in Santiago.
- Lead operational due diligence for the acquisition of the Presto (LIDER) credit card.
- Co-lead migration to the ONE-HSBC integrated platform, standardizing processes and reducing OPEX by 20%.

Assistant Vice President – International Private Banking

HSBC Bank USA/Representative Office, Chile (2003 – 2007)

- Manage a high-net-worth client portfolio (min US\$1MM).
- Provide investment analysis and advisory to both clients and the internal team.