



YOLANDA YUSTE

📍 Madrid

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Professional Summary

International finance leader with 35+ years of experience in financial planning, management control, and business transformation in multinational environments.

Proficient in Excel, Power BI, financial modeling, and ETL tools, leveraging data to drive performance, improve forecasting accuracy, and support strategic decision-making.

Recent experience as Business Controller Iberia (Interim), acting as a senior finance business partner to leadership, influencing commercial strategy and translating complex data into actionable insights to drive growth, profitability, and full P&L performance.

Entrepreneurial mindset, combining corporate expertise with hands-on business leadership and a strong focus on execution and impact.

Professional Experience

- **Business Controller Iberia (Interim) – Ontex**
Sep 2025 – Apr 2026 | Madrid
 - Acted as a finance business partner to Commercial Directors, supporting strategic and operational decision-making across Iberia.
 - Delivered Financial Planning & Analysis (FP&A) including budgeting, forecasting, and reporting in collaboration with cross-functional teams (sales, supply chain, production).
 - Monitored and drove key business KPIs, including revenue, profitability, forecast accuracy, and working capital (DSO).
 - Analyzed commercial, operational, and financial data, translating complexity into clear, actionable insights for senior leadership.
 - Challenged and advised stakeholders to improve performance and align with strategic objectives.
 - Led budgeting and forecasting processes, ensuring accuracy, consistency, and timely delivery.
 - Supported full P&L management, contributing to performance steering and scenario analysis.

- CEO & Project Manager – UFIT Boutique Tres Olivos (Personal Training Center)**
Sep 2021 – Present | Madrid
 - Led the opening of the fitness center as Project Manager: business model design, location scouting, construction coordination, and team and supplier selection.
 - Oversee all operations including finance, HR, procurement, customer service, and commercial strategy.
 - Co-owner and directly responsible for the business's performance and sustainability.
 - Manage customer experience and retention in a highly competitive environment.
 - Monitor key performance indicators and make strategic decisions.
- Financial Planning & Controlling Specialist – AON Spain**
Jan 2022 – Jul 2024 | Madrid
 - In charge of financial planning and control for personnel expenses: 1,500 employees and over €120M annual budget.
 - Prepared budgets, forecasts, and monthly reports for local management and international headquarters.
 - Developed complex financial models for cost calculation and simulations.
 - Designed dashboards to analyze variances and track HR KPIs.
- Senior Consultant – Quental Technologies (Client: AON Spain)**
Jan 2011 – Dec 2021 | Madrid
 - Administrator of Business Objects Planning (budgeting tool).
 - Led budget and forecast coordination and consolidation for the group.
 - Provided financial analysis and reporting in coordination with HR.
 - Built complex calculation models for executive and corporate use.
- FP&A Manager – AON Gil y Carvajal**
Mar 2002 – Jan 2011 | Madrid
 - Administrator of Business Objects Planning (budgeting tool).
 - Led the implementation of Business Objects Planning in Portugal.
 - Managed the full budgeting cycle for the group.
 - Prepared monthly management reports for the CEO and area leaders.
 - Designed and implemented analytical accounting.
 - Analyzed expenditures and identified cost-saving measures.
 - Monitored investments and IT expenses.
- Senior Financial Planning Analyst – ONO**
Sep 1998 – Mar 2002 | Madrid
 - Consolidated budget and business plans for 11 group companies.
 - Supported the CEO in preparing board meeting materials.
 - Selected and implemented Frango planning software.
 - Evaluated financially impactful strategic projects.

- **Internal Auditor – Telefónica Transmisión de Datos**
May 1997 – Sep 1998 | Madrid
 - Coordinated management control reporting across departments.
 - Developed internal control procedures and conducted audits.
- **Planning Analyst – Unisource AG (HQ)**
Apr 1996 – May 1997 | Zurich, Switzerland
 - Consolidated management accounts for 20 operating companies.
 - Prepared and analyzed executive reports and forecasts.
 - Coordinated budget preparation and variance analysis.
 - Developed IT tools for consolidation and analysis.
- **Financial Planning Analyst – AT&T Spain**
Jun 1994 – Apr 1996 | Madrid
 - Prepared consolidated reports and budgets for AT&T Spain group.
 - Provided financial support for new country-wide projects.
- **Planning Analyst – NCR Spain**
Jun 1993 – Jun 1994 | Madrid
 - Prepared annual budgets by product line and income statement.
 - Produced forecasts and variance analysis.
 - Developed tools to streamline internal reporting.
- **European Development Program – NCR Corporation (HQ)**
Jun 1992 – Jun 1993 | Dayton, Ohio (USA)
 - Participated in budget and reporting processes for a \$2B European business unit.
 - Involved in annual and strategic planning discussions.
- **Treasury Analyst – NCR Spain**
Nov 1989 – Jun 1992 | Madrid
 - Led the implementation of the ClearingHouse system in Spain and Portugal
 - Processed transactions with factories and foreign suppliers.
 - Handled monthly import payments and royalties.
 - Performed account reconciliations and quarterly reporting.

Additional Projects & Freelance Work – Strategic Consulting and Digital Development

Limited Edition E-commerce Project (2025)

Developed an eBay store dedicated to collectible limited editions. Conducted market research to set pricing based on demand trends, and managed stock and listings.

The QLTURE – Fitness & Wellness Suite (2024–2025)

Strategic support during the business inception stage. Led profitability studies and built decision-making simulators to evaluate different scenarios for the founding partners.

UFIT Boutique Franchise (2022–2023)

Designed and implemented internal management tools to support franchise operations and improve efficiency.

Ecurie Levy (2010–2011)

Part-time collaboration focused on digital communication and marketing. Developed and maintained the company's website, created and managed its YouTube channel, and edited video content. The company was based in Normandy, where I worked remotely during the last 7 months

Education & Certifications

- Master's Degree in SME Digitalization with Artificial Intelligence – In progress
- AI Tools – In progress
- Power BI Master's Program – in progress
- E-commerce Manager (2025)
- Project Manager (2024) - using Agile methodology
- Business Object Planning
- Advanced Accounting and Financial Analysis – Escuela de Economía (1998)
- Introduction to Telecommunications, Unisource NV, Netherlands (1997)
- Effective Presentations, Teamwork, Assertiveness – AT&T Spain (1994 – 1995)
- International Finance and Accounting, Sugar Camp, Dayton (Ohio) (1993)
- EVA (Economic Value Added), Sugar Camp, Dayton (Ohio) (1992)
- Accounting Policies and Practices, Sugar Camp, Dayton (Ohio) (1992)
- Introduction to Marketing, ICADE, Madrid (1989 – 1990)
- Bachelor's Degree in Economics – Universidad Autónoma de Madrid (1984 – 1989)

Languages

Spanish: Native

English: Fluent (C1)

French: Basic

Tools & Technology

- High-level digital skills in the MS365 environment: Excel, SharePoint, OneDrive, Word, Power Point, Teams, Copilot, and others.
- Technical skills: Data sources, Power BI/DAX (currently enrolled in a Master's program to deepen expertise), Power Query, Power Automate, AI prompting for analysis and logical reasoning, SAP
- Experience with Big Data environments and advanced analytics.
- Familiar with AI tools such as ChatGPT, Gemini, and other emerging tools.
- Administrator of Business Objects Planning