



Hugo Baquerizo

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Panamá

A leader of McKinsey's strategy work across Latin America, helps leading companies across the region to shape bold strategies for growth, rethink their portfolios, and compete in a digital world.

Hugo is a leader in McKinsey's Strategy & Corporate Finance Practice in Latin America. He brings deep experience in the energy, financial-services and consumer sectors, and he has served clients all over Latin America, including in Colombia, Chile, Peru, Brazil, Mexico, and the Caribbean.

Examples of Hugo's recent work include the following:

- helping develop a growth strategy for a leading renewable-energy company in Colombia
- supporting a Chile-based financial group to rethink its strategy and operating model to compete in a digital environment
- working with one of the principal conglomerates in the region to reassess its portfolio—including defining new sectors to compete in and identifying the disinvestments necessary to restore profitable growth
- shaping a new strategy for a leading South American services company, across its businesses in energy, telecommunications, gas, and water
- leading an optimization effort in supply chain and operations to transform the cost base of an oil-pipeline business
- helping a leading oil and gas business to develop and implement a new organizational structure for its finance function, including transforming key processes and creating centers of excellence
- defining a growth strategy, including an acquisitions plan, for a financial conglomerate in the Caribbean

EXPERTISE

- Strategy & Corporate Finance
- Oil & Gas
- Renewable Energy & New Downstream
- Financial Services

PUBLISHED WORK

"Lessons from leaders in Latin America's retail banking market," July 2019, McKinsey & Company