

HAMISH WOOD

BILINGUAL BUSINESS DIRECTOR

ABOUT ME

An experienced leader originally from New Zealand, with highly developed skills in Management, Business Development and Administration in the United Kingdom, Europe, North and South America.

I stand out for my leadership, personal integrity, problem-solving and decision-making skills, together with the ability to build successful strategies, products, and business models.

I am innovative, pro-change and driven towards generating tangible results, in either English or Spanish.

After many years gathering valuable international experiences, I have relocated to Queensland where I hope to share my knowledge and experience in an exciting environment.

SKILLS

Leadership	=====
Strategy	=====
Communication	=====
Innovation	=====
Collaboration	=====

CONTACT



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Residence in Australia, Chile, and New Zealand.



[linkedin.com/in/hamishwood/](https://www.linkedin.com/in/hamishwood/)



EXPERIENCE

Business Consultant

Independent | 2022 - 2023

- **Derco/Inchcape:** Develop and create a Loyalty Program blueprint for South America's leading car dealership.
- **Meetcard:** Launch a Prepaid Mastercard and digitally transform the internal management of +50 municipalities.
- **Atomic.io:** Represent, develop, and implement the business in Latam.

Country Manager Chile

Santander / Superdigital Digital Bank | 2016 - 2021

- Leadership of the development, launch and operation of the Superdigital Digital Bank and App with 500k active customers.
- Successfully developed the business strategy and investment plan, resulting in the obtention of the initial project funding.
- Selection and direction of a >70 multi-discipline team.
- Engaged with Mastercard to create the first Prepaid card in Chile.
- Established strategic alliances with key partners such as Uber.
- Generated an asset valued at US\$50M, submitted and defended quarterly business reports to Board of Directors.
- Successfully and continually improved NPS and conversion rates.
- Managed an annual budget of US\$8 million for dev and marketing.
- Winner of the Santander Global Digital Transformation Award 2021.

Country Manager Chile

Aimia South America | 2010 - 2016

- Led the Chilean entity to profitable results and satisfied customers.
- Attracted and retained customers in Spanish-speaking countries.
- Transformed operating losses into profitable results by reorganizing teams, implementing OKRs and measuring results.
- Improved employee results and satisfaction scores through knowledge transfer and training programs.

Country Manager USA

TranslateMedia North America | 2008 - 2010

- A startup I participated in from the development of the go-to-market strategy, the setup of an office & operations in New York, through to the eventual sale to Toppan Digital.
- Generated more than US\$2.5M in sales, including onboarding the UN as a client in <2 years.
- Achieved profitable operations within 18 months of launch.

Founder & CEO

P4 Consulting Chile | 2000 - 2008

- My startup that attracted >200 foreign investors to Chile, resulting in >US\$1 billion of foreign investment into the renewable energy sector.
- Provided business intelligence information and strategic market reporting to foreign consulates and businesses in Chile.
- Created a 5-year strategic tourism plan for the Chilean Ministry of Economy.



FURTHER EDUCATION

Diploma in Company Direction
Adolfo Ibáñez University | 2020

Strategic Brand Management
Adolfo Ibáñez University | 2015

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WHAT PEOPLE ARE SAYING...

Preparing your CV is a strangely awkward experience; You want to make yourself look great, but not come across as an obnoxious career psycho. Spoiler alert: I'm not career obsessed.

For some more perspective I have used a CV service, and for additional dimension, I have included comments from former staff and colleagues.

As a team builder, I find one of the most enjoyable aspects of business is creating relationships and seeing colleagues develop and achieve progress.

I am proud that some of them have taken time to recognize some of my qualities in their own words.

"...His work at the innovation department at Santander and leading the whole Superdigital app team was remarkable.

His vast and varied experience across many industries and countries, mixed with a "keep it real" personality make him a unique entrepreneur and innovator..."

"...a strong general manager and has excellent client management skills. He is respected and admired by his team and his clients alike. He strikes the right balance between understanding the big picture and mastering the details and giving his team ample room while providing mentorship and delivering results."

"...ha logrado construir estrategias y alinear los equipos de trabajo, lo que además de representar el corazón actual de nuestra oficina, nos ha permitido responder a las nuevas demandas que él mismo ha generado."

"...I highly recommend Hamish as an extremely diligent, hardworking, and methodical business director. He is also creative, energetic, and extremely good company to work with and will drive the company's culture from top to bottom."

"Hamish is a dedicated and talented analytical marketer that has a long list of achievements in North America as well as LATAM. His customer advocacy and commitment to measurable success is what makes him a person to trust to exceed your marketing and revenue goals."

"...his character, leadership abilities and extensive network were the keys to success and lead us to outperform our competitors. He created an environment that inspired employees and co-workers."

"Hamish has so far been the best mentor and leader I have had during my working life. A person committed to the work of others, always providing the tools and guides where you needed them. He is one of those leaders who push the team to improve day by day and not those who want things to be done "as I say".

He has an enviable entrepreneurial mind: every new challenge gets his vision applied and he is able to communicate it effectively – despite the fact that his first language is not Spanish..."