

Santiago Crespo

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SUMMARY

Accomplished executive with 30+ years of global expertise in sales, marketing, finance, operations, and supply chain management for private equity, family-owned and public companies. Proven track record in strategic planning, financial management, and business development, driving substantial revenue growth and operational excellence. Adept at contract negotiations, profit/loss management, and process improvement, consistently delivering value to stakeholders through innovative solutions and leadership. Exceptional communicator and team facilitator with strong analytical skills, ensuring alignment of corporate strategies with organizational goals.

EXPERIENCE

Chief Financial Officer

Columbia Helicopters

July 2023 – October 2024, Portland, OR

- Led financial reporting transformation by establishing profit and loss statements by business units, providing greater clarity into business performance.
- Managed banking relationships and played a key role in refinancing long-term debt in collaboration with the private equity sponsor, ensuring alignment with the organization's financial strategy.
- Oversaw risk management and insurance programs, enhancing the organization's ability to mitigate operational and financial risks effectively.
- Directed liquidity management, ensuring the availability of cash for operational and strategic needs. Executed comprehensive cost reduction strategies, decreasing overhead expenses, facilitating reinvestment into growth initiatives, and improving overall financial health.

Vice President of Growth and Strategy

Columbia Helicopters

May 2020 – July 2023, Portland, OR

- Formulated and implemented growth initiatives to transition the organization from a helicopter operator to an original equipment manufacturer (OEM) and maintenance, repair, and overhaul (MRO) organization.
- Collaborated cross-functionally in preparing due diligence for M&A opportunities and meticulously evaluating business cases, leveraging strategic planning and financial analysis expertise.
- Managed long-term strategic planning and executed detailed 5-year financial forecasts, improving financial predictability utilizing advanced financial modeling. Directed quarterly executive board meetings, influencing key business and strategic decisions.

VP & GM, Oil & Gas Aviation Services

Erickson Inc.

January 2015 – May 2015, Portland, OR

- Developed and executed strategies to position the company as a leading onshore aviation service provider.
- Profit and loss accountability, driving revenue growth and margin expansion via strategic partnerships and efficient deployment of services.
- Managed customer relationships with local, national, and international oil and gas companies.

VP Global Sales & Marketing

Erickson Inc.

August 2013 – December 2014, Portland, OR

- Developed and executed a strategic sales and marketing plan, positioning the company for MRO and aviation services growth.
- Managed restructuring of the sales and marketing organization from a product-based to a service-based sales organization. Led and implemented a new sales process based on solution selling, increasing contract win rates.
- Expanded global market share in the super-heavy helicopter segment by forming strategic partnerships. Directed a company-wide rebranding effort, significantly enhancing brand recognition.

Global Key Account Director, Oil & Gas

CHC Helicopter

May 2012 – July 2013, Vancouver, BC

- Increased share-of-wallet from major global customers through strategic sales initiatives, generating over \$1 billion in total contract value.
- Implemented key performance indicators and scorecards, streamlining account management and boosting efficiency.
- Directed a high-performing team managing global customer relationships, strengthening client satisfaction and loyalty.
- Spearheaded visioning workshops to align global account strategies, using customer-centric approaches and competitive analyses.

Commercial Director – Americas

CHC Helicopter

July 2010 – April 2012, Vancouver, BC

Director of South American Sales & Marketing

Evergreen Helicopters

May 2006 – June 2010, McMinnville, OR

Senior Financial Analyst

Nike Inc.

April 2004 – December 2005, Beaverton, OR

Finished Goods Distribution Manager

Nike Inc.

November 1999 – April 2004, Beaverton, OR

General Manager

SAEREO S.A.

July 1995 – September 1999, Quito, Ecuador

Financial Analyst

Citibank N.A.

June 1992 – June 1995, Ecuador

- Directed a five-year strategy, laying the groundwork for expansion into the OEM and MRO markets using strategic planning and market analysis skills.
- Increased international market presence and U.S. government business by developing strategic partnerships and executing targeted business development initiatives.
- Established a tailored business development process using Salesforce, enhancing opportunity processing speed and data accuracy and increasing contract win rates.
- Developed and executed a digital marketing strategy incorporating search engine optimization (SEO) and social media channels, increasing brand awareness.
- Spearheaded competitive intelligence initiatives, analyzing market trends and competitor strategies for five years to inform strategic decisions and enhance positioning in OEM and MRO sectors.

EDUCATION

MBA

University of Portland • Portland, OR • 2005

BS, Finance & Accounting

Pontificia Universidad Católica del Ecuador • Quito, Ecuador • 1994

SKILLS

Technical Skills: Strategic planning, financial management, supply chain management, operations management, business development, contract negotiations, sales lifecycle management, financial analysis, risk management, process improvement, advanced financial modeling, digital marketing strategy (SEO, social media), Salesforce implementation, profit/loss management

Soft Skills: Team leadership, communication, analytical thinking, problem-solving, organizational design, presentation skills, stakeholder management, cross-functional collaboration, negotiation,
