



MARIO GARZA LIVAS

HIGH-PERFORMANCE SYSTEMS ARCHITECT

PRIMARY RESUME

CONTACT

+52 (81) 2513 6784

mario@metanoiaigroup.vip

Monterrey, NL, México

www.linkedin.com/in/garzalivas

EDUCATION

- McCombs School of Business; 2025-2026
PgD in Data Science & Business Analytics
- McCombs School of Business; 2025-2026
PgD in Artificial Intelligence & Machine Learning
- Johan Cruyff Institute; 2023-2024
Master in Football Business
- McCombs School of Business; 2017 - 2019
Master of Business Administration
- ITESM; 2003 - 2007
Industrial and Systems Engineering

SKILLS

- Business Development
- Research Skills
- Creative Strategy
- Organizational Leadership
- Project Management
- Negotiation
- Learning Experience Design

PASSIONS

- Personal Development
- Running
- Philosophy
- Music Composition
- Theology
- Chess
- Travel
- Politics & Geopolitics
- Football (Soccer)
- Natural Sciences

LANGUAGES

- Spanish (Native)
- English (Professional Proficiency)
- Portuguese (Basic)

PROFESSIONAL PROFILE

My professional trajectory has been characterized by a constant openness to change and a high capacity for adaptation in disruptive contexts. This mindset allowed me to participate in the sale of a metallurgical company, establish a successful microfinance institution, and manage an investment portfolio.

As a Football Business Consultant, I use my analytical skills and strategic vision to offer high-impact services to footballers —with whom I also operate as an agent and representative— as well as to clubs, leagues, federations, and companies within the football ecosystem. My focus centers on strategic differentiation, driving high performance (athletic, executive, financial, and business), operational efficiency, and the development and scaling of opportunities.

As founder of The Metanoia Group, I designed a comprehensive transformation firm based on proprietary methodologies and diagnostic systems applied to leaders (executives, entrepreneurs, and investors), companies, and high-performance ecosystems. My work consists of bringing structure where there is talent, clarity where there is complexity, and sustainability where there is accelerated growth.

My long-term goal is to drive innovation, transformational change, and the generation of disruptive value in the businesses and opportunities I take part in —both in the sports arena and in consulting— convinced that true value emerges at the intersection of our skills and our passions —a conviction I now also share by training the next generation of business leaders as an Adjunct Professor at Tecnológico de Monterrey and EGADE Business School.

PROFESSIONAL EXPERIENCE

The Metanoia Group

Founder & CEO

2026 - PRESENT



Responsibilities:

- Development of proprietary methodologies and diagnostic systems applied to high-demand environments.
- Design and structuring of an integrated transformation firm with five service units focused on executive leadership, business, wealth strategy, executive support and football.
- Direct advisory to leaders and organizations on strategic decisions and deep transformation processes.
- Leadership of the firm's strategy, positioning, and expansion.

Tecnológico de Monterrey & EGADE Business School

Adjunct Professor

2025 - PRESENT



Responsibilities:

- Contribute to the Bachelor's in Business Strategy and Transformation (LAE) and Bachelor's in Marketing (LEM) programs at Tec de Monterrey's Business School (ENI).
- Contribute to the Master's in Marketing (MMT) program within the Marketing and Analytics Department at EGADE Business School.

Natio

FIFA Agent & Associate Partner LATAM & US

2025 - PRESENT



Responsibilities:

- Development of a differentiated service offering and core strategic capabilities.
- Expansion of the roster of youth and established football players (men's and women's) within Liga MX.
- Development of access to Liga MX clubs and strategic clubs in other countries.
- Development of partnerships with international agencies for the intermediation, placement, and brokering of football players.

Four Nations Football Consulting

Associate Partner LATAM & US

2023 - PRESENT



Responsibilities:

- Deliver consulting services focused on asset monetization, revenue generation, financial management, fan engagement, recruitment strategy, and youth academy management.
- Led the successful expansion into North America, establishing a customer base in the previously untapped markets of Liga MX and MLS.
- Lead Advisor on football club investments and M&A for U.S. UHNW capital.
- Provide expertise in international expansion, internal process optimization, and management of commercial alliances.

Custodia Capital

Founder & CIO

2022 - PRESENT



Responsibilities:

- Created and implemented strategies for selecting stocks and ETFs, rotating across various asset classes, factors, sectors, and themes.
- Conducted periodic rebalancing of the portfolio and managed options and futures strategies to optimize returns and manage risk.

Achievements:

- Implemented strategies that reduced portfolio losses by 70% during the 2022 bear market and achieved double the market returns during the 2023-2024 bull run.

PREVIOUS EXPERIENCES

- Préstamo Unión, 2015 - 2022
- Consorcio Industrial VALSA, 2010 - 2015
- Valsa Panel, 2008 - 2010

MAJOR CERTIFICATIONS

- FIFA Agent License, 2024: **202507-10894**
- Sport Agent Certification, 2024
- MIT Entrepreneurship Bootcamp, 2016
- Balanced Scorecard, 2012
- Lean Six Sigma, 2008



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COMPLEMENTARY RESUME

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OTHER SKILLS

- Business Strategy
- Real Estate Development
- Entrepreneurship
- Talent Management
- Talent Development
- Change Management
- Crisis Management
- Operations Management
- Logistics and Supply Chain Management
- Financial Management
- Risk Management
- Information Technology Management
- Portfolio Management
- Business Intelligence
- Artificial Intelligence
- Financial Markets Trading
- Sales
- Marketing
- Applied Mathematics and Modeling
- Critical Thinking
- Problem Solving
- Construction Management
- Property Management and Operations
- Event Planning and Operations
- Project Finance & Capital Markets
- Investment & Deal Sourcing

OTHER PASSIONS

- Classical Music & Jazz
- Film
- Theater
- Literature
- Painting & Sculpture
- Poetry & Public Speaking
- Architecture
- Skydiving
- Poker
- Emerging Technologies
- Engineering & Applied Sciences
- Trading

PREVIOUS PROFESIONAL EXPERIENCE (2008 -2022)

Préstamo Unión

2015 - 2022

Founder & CEO



- **Responsibilities:**
 - Launched and directed a microfinance company specializing in group loans.
 - Developed a unique business model with a differentiated value proposition.
 - Oversaw the expansion to over 20 branches in northeastern Mexico.
- **Achievements:**
 - Reduced default risk and captured market share from competitors.
 - Ultimately led the company to a successful acquisition.

Grupo VALSA

2012 - 2015

Strategic Planning Officer



- **Responsibilities:**
 - Designed and executed the Balanced Scorecard, 2020 Strategic Plan, and performance measurement systems, ensuring alignment with the company's long-term objectives.
 - Led the company's sale process, identifying potential buyers, structuring negotiations, and maximizing shareholder value.
- **Achievements:**
 - Successfully implemented SAP and a strategic incentives system, enhancing operational efficiency and performance alignment.
 - Negotiated and secured a higher-than-expected sale price, achieving an outcome beyond initial shareholder targets.

Grupo VALSA

2010 - 2012

Financial Planning Officer



- **Responsibilities:**
 - Oversaw the company's annual budget exercise, ensuring financial accuracy through in-depth data analysis and close collaboration with key stakeholders.
 - Led debt restructuring efforts and secured new credit lines, optimizing the company's financial stability and working capital.
- **Achievements:**
 - Negotiated and restructured USD \$20 million in debt over five years, improving the company's financial position.
 - Obtained USD \$7 million in new credit lines, enhancing cash flow, operational flexibility and optionality.

Mas Puertas

2008 - 2010

Project Manager



- **Responsibilities:**
 - Managed the end-to-end launch of the interior doors product line, including process modifications, equipment procurement, and workforce planning.
 - Led lean manufacturing initiatives, identifying opportunity areas and implementing process improvements to enhance efficiency.
- **Achievements:**
 - Established the interior doors manufacturing line, ensuring smooth operations through optimized processes and trained personnel.
 - Implemented lean manufacturing principles that streamlined production and minimized plant bottlenecks, improving overall efficiency.

OTHER CERTIFICATIONS

- Certified Proprietary Trading at SMB Capital, 2022
- Accredited Speaker at Toastmasters International, 2015
- SAP Business One 8.82 (SAP HANA), 2013

LINKS

- [Download Diplomas](#)
- [Download Information on Books, Podcasts, and Conferences](#)
- [Download Information on Apostolates](#)