

# Leadership Connections

## Get to Know SFS Americas

Eliacid Heredia Pizarro | August 13, 2026

# Housekeeping Items



The recording and presentation will be available on the Learning Academy HUB and the iPortal.



**Engage!** Please use the icons, unmute your mic, the chat to ask a question or comment.



You will receive digital learning credits for this session. They will be uploaded into the Global Learning Portal (GLP 2.0).

# Welcome From SFS Communications Americas



Maureen Cooke  
Senior Manager, Communications  
SFS CM AM

# Getting to know...

## Personal

- Based in Bogotá, Colombia — proud Colombian, New Yorker at heart
- Married for 12 years to Juliana and father of twin girls— Sofy and Gaby (9 years old), born in the US
- Lived in Colombia, Spain and New York
- People person, reenergize through good talks and traveling

## Favorite Quotes I tell myself

- *"Open your eyes before you open your mouth"*
- *"Ugly action beats perfection"*
- *"You don't need more motivation; you need less distraction"*
- *"I'm working in 3 things right now, my life, my peace, my next trip"*
- *"We are the stories we tell ourselves"*
- *"Change is hard at first, messy in the middle and gorgeous at the end"*

**My Happy Place is...** at home, snuggled up with my wife and daughters watching TV

# Eliacid Heredia Pizarro

President & CEO

Siemens Servicios Comerciales, SOFOM, SA de CV, ENR



## Funny things about me:

- I'm afraid of heights
- I don't like pictures
- Mild ADHD, so keep weird organization routines
- Food enthusiast
- Love take meetings or talk while walking
- Listen to music while individual contributing work
- Wanted to be a marine biologist – Open water diver

## Favorite Podcasts

- DOAC
- Ad Propositum
- In Good Company
- A bit of Optimism

## Hobbies

- Tennis, Running, Workouts
- Cooking – recipes collector
- Reading, podcasts
- Learning language
- Praying, Meditation
- Meeting friends
- Volunteering

### WHAT I DO

I lead finance and financing solutions that enable Siemens businesses to grow in Latin America.

- ✓ Lead & grow LATAM Debt Financing and Asset Backed Finance strategies
- ✓ Provide capital solutions for large projects, infrastructure & equipment
- ✓ Optimize capital structure & funding from banks, DFIs & capital markets
- ✓ Build strong relationships with lenders & investors
- ✓ Lead high-performing teams & develop talent



FOCUS: LATIN AMERICA

“ Lifelong learning, curiosity and collaboration are the fuel for better decisions and greater impact. ”

### WHO I WORK WITH

 SIEMENS BUSINESSES  
Energy, Mobility, Smart Infrastructure, Digital Industries, Healthineers

 FINANCE & TREASURY COLLEAGUES

 LENDERS & INVESTORS (Banks, DFIs, ECAs, Capital Markets)

 LEGAL, RISK & COMPLIANCE TEAMS

 CLE, PF & COF ORIGINATION TEAMS

 ACCOUNTING

 OPERATIONS

 PARTNERS & ADVISORS

ONE GOAL: ENABLE SUSTAINABLE GROWTH

### EXPERIENCE JOURNEY



- 2021 - Present  
President - Siemens (LATAM, USA & Canada)
- 2020 - Present  
Head of Asset Backed Finance / LatAm Head SFS  
President & CEO - Siemens Servicios Comerciales
- 2018 - 2020  
Head of Corporate Finance
- 2014 - 2018  
Director Project Finance - Siemens Financial Services Inc. (NY)
- 2008 - 2014  
Head of Project Finance
- 2002 - 2008  
BBVA - Financial Planning & Analysis
- 2002  
Sales Account Manager - Granahorrar Bank



**ELIACID HEREDIA**  
LEADING FINANCE. ENABLING GROWTH.

### MY ROLE

**PRESIDENT & CEO**  
Siemens Servicios Comerciales S.A. de C.V. SOFOM ENR



**PRESIDENT**  
Siemens (LATAM, USA & Canada)



**HEAD OF ASSET BACKED FINANCE (LATAM)**



**LATAM HEAD**  
Siemens Financial Services



**LEADER & MENTOR**  
Building and developing high-performing teams

### EDUCATION & LEARNING



UNIVERSIDAD DE LA SABANA

- Master's in Finance
- Specialist in Finance & Capital Markets
- Bachelor's Degree



RUTGERS BUSINESS SCHOOL

Mini-MBA: Data-Driven Management



Frankfurt School of Finance & Management Sustainable Finance

### MY VALUES



**STRATEGIC THINKING**  
See the big picture, connect the dots



**RELATIONSHIP BUILDER**  
Trust, transparency and long-term partnerships



**RESULTS ORIENTED**  
Disciplined execution that delivers value



**FINANCIAL EXPERTISE**  
Asset Backed Finance, capital markets, risk management



**LEADER & DEVELOPER**  
Empowering teams, growing people



**LIFELONG LEARNER**  
Curious mind, always learning



**INTEGRITY**  
Do the right thing, always



**RESPECT**  
Value people, diversity & different views



**TEAMWORK**  
We achieve more together



**INNOVATION**  
Challenge the status quo



**RESPONSIBILITY**  
Create value for clients, people & communities

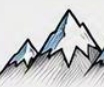
### WHAT'S IMPORTANT TO ME



**FAMILY**  
My foundation and why I do what I do



**GROWTH**  
I know I don't know



**IMPACT**  
Spark positive change by bringing good energy to the table



**BALANCE**  
Strive with purpose, thrive with intention

“ Empowering teams. Building trust. Financing the future of Latin America. – That’s the legacy I strive to build. ”

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SIEMENS

# Getting to Know...

## LatAm - SOFOM

### Facts About LatAm

- Siemens has been part of the region for 130+ years — in Mexico since 1894
- Latin America & the Caribbean represent ~19% of all U.S. trade (ECLAC, 2024)
- A farm-to-table powerhouse: coffee, fresh fruit, flowers and seafood flow north year-round
- Chile and Peru supply roughly a third of the world's copper; Argentina, Chile and Brazil anchor lithium and rare earths — the U.S. has committed USD 1B+ since 2025
- Data centers are booming: ~USD 11B regional market, colocation inventory up 20% in 2025

### Who is SOFOM

- Siemens Servicios Comerciales (SSC–SOFOM): SFS' Latin American financing entity, headquartered in Mexico City
- A local Mexico team of [XX] colleagues covering origination, risk, underwriting, treasury, accounting and operations
- Anchor markets Mexico, Colombia, Chile and Peru — with reach across the whole region
- Strong synergies with our SFS support teams in the U.S.: credit, risk, treasury, legal, tax and COF work with us every day
- ~USD 850M in assets and no defaults since inception

### What We Do

- Leasing and asset financing, including vendor programs
- Corporate loans in USD and local currency
- Structured and project finance for energy, infrastructure, ports, airports and desalination
- Factoring and receivables purchase for Industry and Healthcare
- Equity investments alongside SFS Equity in healthcare and renewables
- Co-lending and syndication with leading regional banks

### Accomplishments

- Proximity to the Siemens businesses — financing that pulls technology through
- Local presence close to end customers in our four anchor markets
- A diversified book across asset types, sectors and countries
- Zero defaults since inception, with consistently low risk provisions
- Landmark deals: USD 1.25B Lima Airport expansion and our first Uruguay transaction alongside Itaú

### Ambitions

- Steer the business with confidence through volatile markets
- Sustain a robust debt-financing platform for Latin America
- Optimize our funding strategy and cost of capital
- Grow profitability and strengthen economics
- Diversify further into new asset types and markets — data centers, critical minerals and nearshoring

### Challenges

- FX and interest-rate volatility across the region
- Shifting trade policy, tariffs and geopolitics
- Funding costs and access to local-currency liquidity
- Intense competition from regional and global banks
- Scaling a lean team as deal flow keeps growing



# Thank you!

Thank you all for joining today and for your time — it was a real pleasure to connect with you.

I'd love to hear your questions now, and my door stays open afterwards: reach out any time to keep the conversation going.