

# Mario José Medina Vissepó



# BIO

- Mario José Medina Vissepó is a proven business leader whose entrepreneurial drive and clarity of vision have carried organizations through rapid turnaround, strategic transformations, and sustainable growth.
- Currently Executive Vice President of GFR Holdings, one of Puerto Rico's most influential locally-owned businesses, he oversees all financial operations, key stakeholder relations, capital-raising, and new business ventures. The firm's new vision is focused on transforming the portfolio that includes GFR Media, LinkActiv, CommSense, Advanced Graphic Printing, City View Plaza, and Endo Real Estate. Medina is Board Member of GFR affiliates in Chile and the US: Comercial e Industrial Soho SA, Grupo Policenter SA, and GFR Ventures/InfoCision joint venture.
- Prior to GFR, Medina served as Chief Financial Officer and Head of Strategy and Transformation for the International Division of Walmart. Medina had successful expatriate assignments in Chile, China, and Brazil where he drove turnarounds through the implementation of systemic transformation and innovation programs.
- Mr. Medina's career includes Big 4 and telecommunications companies. His credentials include: MBA – IE Business School in Spain, BBA – University of Puerto Rico, Certified Public Accountant (CPA), Certified Business Manager (CBM), Certified Marketing Executive (CME), and Certified Sales Executive (CSE).

