

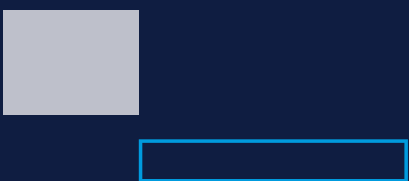



**Strategic
Partnership
& Execution**
CONSULTANTS

Linking People,
Vision & Strategy to
Optimize Performance




1

About us

Strategy & Human Capital Consulting Firm that provides & executes a set of processes & tools for leaders wanting to create and sustain a customer centric strategy within their organizational culture & full alignment.



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Services

01 CUSTOMER CENTRICITY



- Consultancy and Advice
- MRI Implementation and Reporting
- Customer Centric Leadership
- Customer Centric Skills Workshops
- AI Enabled

02 HUMAN CAPITAL SOLUTIONS




- Talent Management
- Performance Management
- Coaching & Mentoring
- Executive Education
- Diversity & Inclusion
- Human-Driven Digital Evolution
- AI Leadership

03 MERGERS & ACQUISITIONS



- Consulting & Execution (Before, During & After Negotiations)
- Cultural Assessment
- Cultural Matching
- Customer Orientation
- Engagement & Coordination with Law Firms & Accounting
- Engagement & Coordination of Providers
- Organizational Design
- Assessment of Key Players
- Integration Plan


3




AI-Driven Leadership: Strategic Framework


Leaders must guide organizations through AI transformation. Recent research shows 73% of executives prioritize AI integration by 2025.

Our framework focuses on Culture, Roadmap, Implementation, and Training . Effective AI leadership balances technological innovation with human values.





 **by SP&E Alejandro Ceron**




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Creating an AI-Ready Culture





- **Foster Curiosity**
Cultivate continuous learning mindset across the organization.
- **Cross-Functional Collaboration**
Bridge technical and business teams for integrated solutions.
- **Ethical Guidelines**
Establish clear boundaries for responsible AI usage.
- **Open Communication**
Address concerns about job displacement with transparency.




5



Developing Your AI Roadmap

- **Identify Challenges**
Pinpoint specific business problems AI can solve.
- **Assess Readiness**
Evaluate organizational capabilities and identify gaps.
- **Prioritize Use Cases**
Focus on high-impact, feasible AI implementations.
- **Establish Metrics**
Create clear success measures for AI initiatives.



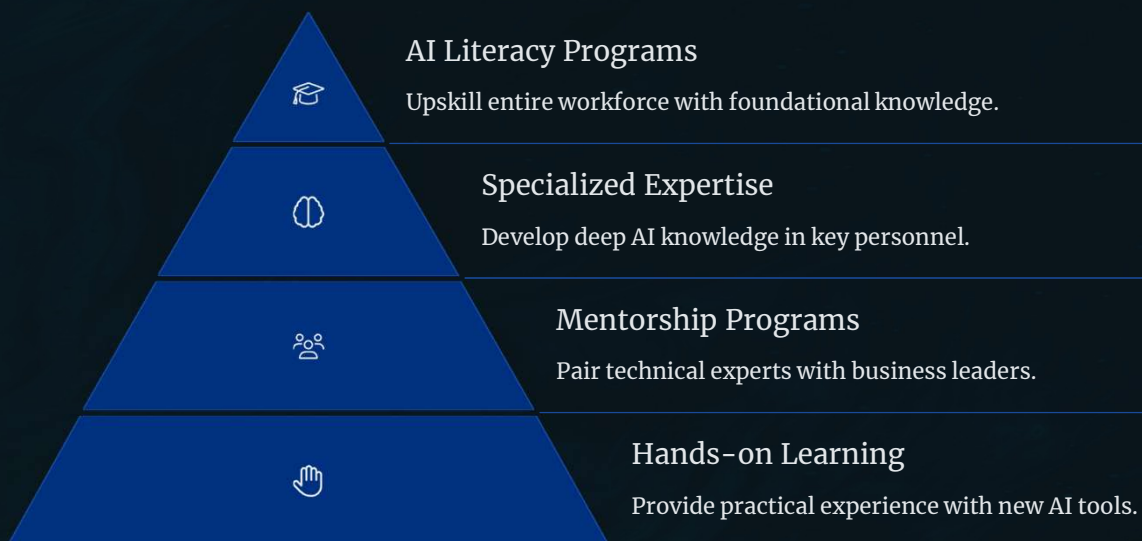
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Implementation Strategies



7

Training and Skill Development



8

Ethical Considerations

Ethics Principles

Establish clear AI guidelines aligned with organizational values. Ensure all AI initiatives reflect company mission.

Privacy & Security

Implement robust data protection protocols. Safeguard sensitive information throughout AI systems.

Transparency

Ensure AI decision-making processes are explainable. Document reasoning behind automated conclusions.

Human-Centered

Balance efficiency with meaningful human roles. Address algorithmic bias through diverse teams.



9

Next Steps for C-Suite Leaders

Assess Readiness

Conduct organizational AI capability evaluation. Identify strengths and weaknesses.

Identify Use Cases

Select priority applications aligned with strategic objectives. Focus on high-impact opportunities.

Allocate Resources

Dedicate budget and personnel to AI initiatives. Invest in skill development programs.

Establish Governance

Create oversight structure for implementation. Lead by personal AI tool adoption.



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SP&E

Alejandro Ceron founded Strategic Partnership & Execution Consultants, after a successful career as a "Business-focused Global CHRO & Operations." He started his career in Mexico at Celanese, PEPSICO, and Philips. Internationally for Philips in the Netherlands and 14 years for Marsh & McLennan. Through his career, he learned to develop unique approaches to human capital that drive productivity, market growth and increased revenues and proved to be successful in formulating and implementing strategies aligned with organizational growth and international expansion objectives.

M&A practitioner who skillfully transforms culture while maximizing employee retention and morale. Experienced in leading talent assessment, executive development, change management, operational efficiency and organizational transformation across North America, Europe, Latin America and Asia.



1992
Corporate Human Resources Manager
Largest Bottler of Mexico

2002
Managing Director, HR, LAC
Head of HR and Sales Operations, LAC
Head of HR, LAC

Deputy CEO/COO Bms Re Latin America & Caribbean
Operational efficiency, TOM and M&A



1987-92
BS Finance & Administration, Universidad Panamericana, Mexico.
HR Intern - Personnel Head at Celanese

1996
VP HR, BG Automotive & Special Lighting (Netherlands)
HR Corporate Director (Mexico)

2016
Foundation and Market Culture Partnership: SP&E was founded and became an accredited partner to expand Market Culture.

2017
HR Digital Platforms Representation: SP&E represented various HR digital platforms such as Perceplyx, known as a "Leader in Engagement Platforms and Voice of the employee" until 2019. Ongoing Partnership with Humantelligence: SP&E continues to represent Humantelligence, focusing on "Culture fit assessment and Collaboration Platform."

2019
Expansion and Networking: The firm continued to grow its client base among Fortune 500 companies, large institutions, mid-size businesses, and family organizations across the USA and Latin America. This growth was driven by building a strong network in the Southeast USA.
Strategic Human Capital Consortium: SP&E became a co-founder of the Strategic Human Capital Consortium.

2020
Efficiency and Management Focus: SP&E has been involved in the implementation of Target Operating Models for the insurance and reinsurance industry, including Insurtech and Reinsurtech digital and PEOPLE transformations.
Ongoing Partnership Development: The firm remains in constant search of new partnerships.

2024...

Strategic Alliances



THE
REAL
DRIVER
FOR
GROWTH

Strategic Partnership & Execution CONSULTANTS

CONTACT INFORMATION

info@speconsultants.com
www.speconsultants.com

