



# Product building, Softlanding & Growth for the payments, crypto and fintech industry in LATAM

## Born in Peru, with experience building, leading and advising

fintech companies throughout LATAM.

[LinkedIn Profile](#)





Current locations: Lima - Peru, CDMX, México, Bogotá, Colombia



Founding COO and CMO of a crossborder and crypto enabled Payments company in LATAM. 4x in CEO roles (2 regional, 2 for fintech unicorns), +8 years of fintech experience in Europe and through several countries in LATAM.


### My experience

Aa Name	🕒 Created	☰ Role	☰ Tags
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Aa Name	🕒 Created	☰ Role	☰ Tags
 <a href="#">Kushki Pagos</a>	@January 28, 2023 1:30 PM	Peruvian CEO and Strategic Projects Leader	
 <a href="#">Afluenta</a>	@January 28, 2023 1:30 PM	Peruvian CEO // President of the Fintech Association	
 <a href="#">Clara</a>	@January 28, 2023 1:30 PM	PE & CH Region CEO and Blockchain Enabler	
 <a href="#">PagoNXT by Santander</a>	@January 28, 2023 1:30 PM	SuperDigital Bank Andean Region CEO/ Member of the Board and LATAM Blockchain Adoption Projects Manager	

## Executive and Advisory experience



from building a bank throughout LATAM, to advising an M&A



 [+7 years building fintech companies from scratch \(1\)](#)



Having executive and hands on experience as well as consulting hours for entrepreneurs.

### Consultancy Services

Aa Name	# Available Hours per week	☰ Payment Scheme	⌵ Select	☰ Where I add Value
 <a href="#">Project Based Advisory</a>	10	<span>Cash</span> <span>Equity</span> <span>Hybrid</span> <span>Up front (can be discussed)</span>	Hybrid	<span>Business Model Structure</span> <span>Fundraising</span> <span>GTM</span> <span>Operational Modelling</span> <span>Product Development</span> <span>Purpose Driven - Company development</span> <span>Regulatory Structure</span> <span>Softlanding</span>
 <a href="#">Hourly Based phone consultancy</a>	5	<span>Cash</span> <span>Up front (can be discussed)</span>	Remote	<span>Business Model Structure</span> <span>Fundraising</span> <span>GTM</span> <span>Market Landscape</span> <span>Operational Modelling</span> <span>Regulatory Structure</span> <span>Softlanding</span>


Aa Name	# Available Hours per week	☰ Payment Scheme	⌵ Select	☰ Where I add Value
 <u>Advisory Board</u> (Let's team up!).		<div data-bbox="475 468 557 506">Equity</div>	<div data-bbox="821 468 902 506">Hybrid</div>	<div data-bbox="964 348 1248 380">Business Model Structure</div> <div data-bbox="964 396 1187 428">Fundraising GTM</div> <div data-bbox="964 445 1167 476">Market Landscape</div> <div data-bbox="964 493 1203 525">Operational Modelling</div> <div data-bbox="964 541 1403 573">Purpose Driven - Company development</div> <div data-bbox="964 590 1344 621">Regulatory Structure Softlanding</div>
 <u>CEO Advisory.</u>	5	<div data-bbox="475 747 656 779">Equity Hybrid</div> <div data-bbox="475 795 776 827">Up front (can be discussed)</div>	<div data-bbox="821 772 902 804">Hybrid</div>	<div data-bbox="964 653 1248 684">Business Model Structure</div> <div data-bbox="964 701 1187 732">Fundraising GTM</div> <div data-bbox="964 749 1167 781">Market Landscape</div> <div data-bbox="964 798 1203 829">Operational Modelling</div> <div data-bbox="964 846 1403 877">Purpose Driven - Company development</div> <div data-bbox="964 894 1344 926">Regulatory Structure Softlanding</div>

# Let`s schedule a call

<https://calendly.com/ossalasv/15-minute-meeting>

Email: <http://ossalasv@gmail.com>

 FREE TEMPLATES

 Based on previous consultancy services projects.