

MANAGEMENT TEAM



RODRIGO FERNÁNDEZ MARTÍNEZ

Sigma CEO

Born in 1976. Joined ALFA in 1998. Before his current role, he held positions including CEO of Sigma Americas and Director of Finance and Central Marketing. He has also held other leadership positions at Sigma, such as Director of Marketing, Director of New Businesses, and General Manager of Prepared and Frozen Foods, among others. He is currently a board member of several companies, including Alpek, petrochemical business, and Grupo LAMOSA, one of the world's largest ceramics companies. He holds a Bachelor's Degree in Economics from the University of Virginia and an MBA from the Wharton School at the University of Pennsylvania. He was Chairman of the Nuevo León Chamber of the Transformation Industry (CAINTRA) during the 2021-2023 periods.



EUGENIO CABALLERO SADA

Sigma Mexico CEO

Born in 1979. Joined ALFA in 2002. Before his current role, he held positions including Director of Finance and Central Marketing, Director of Strategy and Brands, and Director of Cheese, Creams, and Spreads, among others. He holds a Bachelor's Degree in Mechanical Engineering and Administration from Tecnológico de Monterrey and an MBA from Harvard University.



JUAN IGNACIO AMAT MARTÍNEZ

Sigma Europe CEO

Born in 1974. Joined Sigma in 2024. He has over 20 years of experience in the consumer goods industry in Europe, holding leadership roles in marketing, commercial, and finance. He holds a Bachelor's Degree in Industrial Engineering from the Technical University of Madrid and an MBA from INSEAD in Fontainebleau, France.



JESÚS ALBERTO LOBO GÓMEZ

Sigma U.S. CEO

Born in 1975. Joined Sigma in 2000. Before his current role, he held executive positions that included COO of Sigma U.S., Executive VP of Sales, Marketing, and R&D for Sigma U.S., VP of Marketing and Sales for Sigma U.S., and VP of Sigma Peru. He holds a Bachelor's Degree in Marketing from Tecnológico de Monterrey and an MBA from Cornell University.



SERGIO JAVIER RAMOS SANTOS

Sigma LATAM CEO

Born in 1965. Joined ALFA in 1988 and transitioned to Sigma in 1993. At ALFA and Sigma, he has held various executive roles, including COO and Executive VP of Sales and Marketing, both in the U.S. He holds a Bachelor's Degree in Industrial Engineering from Tecnológico de Monterrey and an MBA from the University of Texas at Austin.



GERARDO CÁRCOBA OLIVARES

Foodservice CEO

Born in 1970. Joined Sigma in 2001. Before his current role, he served as VP of Sales, VP of Yoghurt, VP of Cheese, Marketing Director in the U.S., and Marketing Director for Processed Meats, among other roles in new product and business development. He holds a Bachelor's Degree in Industrial and Systems Engineering from Tecnológico de Monterrey and an MBA from DUXX Business School.

**ROBERTO ROLANDO OLIVARES LÓPEZ***Chief Financial Officer*

Born in 1985. Joined ALFA in 2008 and transitioned to Sigma in 2014. Before his current role, he held positions including VP of Finance and Strategic Sourcing Manager, as well as roles in financial planning and risk management. He holds a Bachelor's Degree in Economics from the University of Monterrey (UEM) and an MBA from Duke University.

**GREGORIO JOSÉ DE HAENE ROSIQUE***Chief Innovation, Sustainability, and R&D Officer*

Born in 1959. Joined ALFA in 1982 and transitioned to Sigma that same year. Before his current role, he was Director of Research and Development and held various roles in Quality, Assurance, and Engineering. He holds a Bachelor's Degree in Biochemical Engineering from Tecnológico de Monterrey and an MBA from the same university. Additionally, he has completed specialized programs in Technical and Business Administration at Stanford University and MIT.

**ALEJANDRO SUÁREZ FUENTES***Chief Information Technology Officer*

Born in 1964. Joined Sigma in 1991. Before his current role, he served as VP of Strategic Planning, VP of Packaged Meats Mexico, VP of Mergers and Acquisitions, VP of the Caribbean, Logistics and Distribution Manager, as well as other roles in operations, planning, and strategic projects. He holds an Engineering Bachelor's Degree from Tecnológico de Monterrey, a Master's of Science in Operations Research, and a PhD in Operations Research from George Washington University.

**BEATRIZ PATRÓN GUERRERO***Chief Talent and Culture Officer*

Born in 1978. Joined Sigma in 2011. Before her current role, she served as Human Capital VP at ALFA, where she also led Compensations and Benefits. She also held roles such as Prepared Foods Manager and General Manager of Delicatessen. She holds a Bachelor's Degree in International Commerce from Tecnológico de Monterrey and an MBA from IPADE.

**DANIEL EUGENIO ALANÍS HERNÁNDEZ***Chief Growth Officer*

Born in 1979. Joined Sigma in 2021. Before his current role, he worked for 14 years at Boston Consulting Group (BCG), where he was Managing Director and Partner. At BCG, he collaborated with Sigma and ALFA for over a decade. He holds a Bachelor's Degree in Science and Mechanical Engineering from Tecnológico de Monterrey and both a Master's of Science in Mechanical Engineering and an MBA from the University of Michigan.

**ANA MARÍA HENAO PALACIO***Chief Marketing Officer*

Joined Sigma in 2025. A global marketing specialist with over 25 years of experience at companies such as Procter & Gamble, PepsiCo, and Microsoft. She has held local (U.S.), regional (Americas), and global roles across various distribution channels and in mass-market, luxury, and technology categories.