

Rocío Pérez-Ochoa
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SUMMARY

Specialist in start-ups and green businesses with 15 years' experience in finance, business, and climate change policy. Angel investor in a variety of green and social start-ups (forestry in Peru, biomass in Sri Lanka, clean energy in Africa, hydro in the UK). Strong business management and technical and analytic skills, developed from working in several start-up businesses, the UK Government and in equity hedge funds. Trilingual Spanish, French, English.

GREEN BUSINESS

Bidhaa Sasa UK Ltd and Bidhaa Sasa Ltd, Co-founder and Director Oct 14 – now

Co-founder of lean start-up with subsidiary in Kenya that distributes and finances goods to rural households. Goods include solar lamps, solar home systems, efficient cook-stoves and LPG cylinders. Services offered include payment plans to purchase the goods, delivery, installation, education, repairs and management of warranties. Launched in Webuye, rural Western Kenya, in May 2015 where we are developing and testing a women-lead marketing and sales model.

- Responsible for finance, accounts, data analysis and the developing of the business model while supporting co-founder based in Kenya and team of four sales people.

BBOXX Ltd, CEO BBOXX Capital Ltd Feb 13 - Jun 14

BBOXX manufactures solar systems in China and sells these mainly in markets in Sub-Saharan Africa.

- Recruited to set up and run the financial arm of BBOXX, BBOXX Capital Ltd which had subsidiaries in the UK, Kenya, Uganda and Rwanda. The subsidiaries lent (to own) solar home systems and appliances to off-grid clients through a wholly-owned network of shops in rural areas.
- Managed a team of 70+ employees across the three African countries supervising directly the three country managers and a small team of expats.

Self-employed adviser to start-ups Oct 09 - Feb 13

Supporting green start-ups in emerging markets. Work includes advice to raise capital efficiently, business planning and modelling, and strategy. Clients include the **Biomass Group**, a Sri Lankan clean energy business, and **Pachamama Forest**, a Colombian reforestation business with green-field plantations.

CLIMATE CHANGE POLICY

The Climate Centre, Principal consultant Dec 10 - Nov 12

The Climate Centre was a Brussels-based strategy and research consultancy that helps governments and businesses shape and adapt to the new low-carbon economy.

Office of Climate Change - Department of Energy and Climate Change, UK, Policy adviser Dec 08 - Sep 09

Co-author of the Lazarowicz Review for the Prime Minister on the development of international carbon trading.

FINANCIAL MARKETS

Several Institutions in the City of London, Investment and risk manager in equity funds and hedge funds Feb 00 - Mar 08

- Mathematically modelled investment strategies and executed trades
 - Analysed the portfolios' risks and their profit and loss
 - Responsible for fund's operation and administration, and management of junior staff
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RESEARCH AND EDUCATION

Imperial College London, UK 2007-08: M.Sc. in Environmental Technology, Distinction

CERN, Switzerland 1996-1999: M.Sc. in Particle Physics, Cum laude (with University of Valencia); Researcher;

Ph.D. in Particle Physics, Cum Laude (with University of Valencia)

University of Valencia, Spain 1989-1994: Degree in Physics