

Lydia Canovas

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Summary

I am an experienced, disciplined, and highly-motivated business and investment analyst. I have many years of experience working on a wide range of projects in the private sector. I am an accomplished and fluent communicator with strong investigation, problem-solving and decision-making skills, combined with a pragmatic approach and business acumen in technological and innovative companies. I am also highly accomplished with a verifiable track record in fields such as analysis of business investment processes, investment reports, providing advice to entrepreneurs, developing business and financial plans, and market research. I have graduated in Economics, with a Master's degree in management of IT companies, and I am currently finishing my Ph.D in Business Administration, under the thesis topic, business-accelerators, start-ups and private investment operations.

Main experience

Founder (2017)

Madremprendedora.com - Valencia (Spain)

- Advising on the initiation and acceleration of online businesses.
- Application of an online business creation program for entrepreneur mothers.

Senior Investment Analyst (2015-2017)

WORKCAPITAL- Valencia (Spain)

My main responsibilities included:

- Risk analysis of financial transactions, in order to select the financial operation and provide cash flow to small and medium companies.
- Managing loans between 0-250,000.00 euros for working capital needs.
- Visiting clients and advising them on financial needs.
- Establishing and maintaining strong ongoing relationships with top executives at major banks, venture capital firms, and government agencies.
- Providing data bases of new clients and managing the telemarketing team as well as coordinating calls, emails, deals, and general business communication.
- Closing deals with clients.
- General Admin tasks.
- Marketing online, Social Media, web-logo design, and others as required.

Investment Analyst (2014-2015)

IZANAEURO, S.L. - Valencia (Spain)

My main responsibilities included:

- Researching, identifying, and qualifying new investment opportunities based on market, competitor analysis, and investment criteria.
- Identifying the investment strategy and negotiating private equity of financing agreements with innovative, tech and early-stage companies.
- Daily business advice to invested companies and private clients.
- Facilitating meetings with portfolio companies and internal business groups to identify synergy, discuss potential business relationships, and nurture company growth through strategic business development, recruiting, and next-round financing.

- Writing private loan contracts, and working closely with legal counsel to analyse prospective clients and conduct due diligence prior to negotiations.
- Conducting on-site analysis and continuous assessment of prospective client's technology, business models, financial health, and strategic plans in preparation for a potential transactions.
- Establishing and maintaining strong ongoing relationships with top executives at major banks, venture capital firms, and government agencies.
- Travelling extensively and developing a comprehensive network of leading investment community contacts, including seed-accelerators, business-incubators, investment bankers, venture capitalists, and start-up companies.
- Providing support to investment partners throughout the investment process.
- Collecting information from Finance Directors, Sales Managers, and Product Planners (for each invested company) to develop accurate projections and offer strategies and financial recommendations.

Market research- Selected for Young entrepreneurs European program and grant - (2013)

Stickyworld- London (United Kingdom)

My main responsibilities included:

- Providing social media analysis and advice to the CEO of Stickyworld.
- Designing an umbrella message to conduct an online marketing campaign.
- Market research on public institutions and councils in England.
- Setting a large base data of potential target customers.
- Financial analysis.
- Performing other administrative and financial tasks as required.
- Assisting with public presentations and working closely with the researcher's team at the University of London.

Founder and CEO, Investment Club and Business accelerator (2010-2013)

YarakSeed - Valencia (Spain)

My main responsibilities included:

- Representation and management of an investment club launched by beCode accelerator (the first business accelerator in Valencia).
- Close collaboration with Spanish business incubators and accelerators, to close the circle of investment in Internet start-ups.
- Responsible for analysing the needs of the start-ups and its customers and finding solutions to business problems.
- Involved in the analysis and management of multiple projects and tech start-ups to select and accelerate the best projects, in order to present them to the investor's network.
- Travelling to various locations in Spain and Europe to engage with multiple stakeholders, to ensure all processes and requirements were accurately defined.
- Implementation of new designs within the business operating model.
- Involved in workshops, training courses, and elevator-pitch presentations.
- Assisting entrepreneurs in the preparation of business plans and public pitches.
- Giving financial and investment mentoring and training to investors and entrepreneurs.
- Managing communication between the company, the customer, and the development team and any third-party regarding software functionality throughout the development cycle.
- Performing commercial and general administrative functions.
- Establishing a large base of private investors.
- Creating and managing client portfolios.
- Collaborating on the design and content of the company's website and newsletters.
- Organizing events and training courses.

Senior Financial Admin (2006-2009)

INSA, S.L. Valencia (Spain)

My main responsibilities included:

- Managing the financial and accountant department.
- General Administration tasks, financial analysis, estimations, accountancy, and bureaucracy documents.
- Presenting reports, balance-sheets, invoices, estimations, book-keeping, taxes.
- Daily management of cash and bank accounts, operations with customers and suppliers.
- Customer service, attending daily meetings and calls with suppliers and clients.
- Recruitment of new team members.
- Other administrative and financial tasks as required.

Education

- **Doctor of Philosophy (Ph.D.) researcher, Business Administration.** 2017 – (2019 expected). University of Valencia, Spain.
- **Master's degree, ICT Management and Business Administration.** 2010 – 2011. University of Valencia, Spain.
- **Degree in Economics.** 2004 – 2009. University of Valencia, Spain.

Languages

- **Spanish:** native speaker
- **English:** advanced level
- **Catalan:** advanced level
- **Italian:** medium level
- **Portuguese:** medium level
- **French:** understanding level

Skills and Expertise

- ✓ Analysis of business strategies, writing of financial reports and business plans.
- ✓ Research of local, national and international markets.
- ✓ Online marketing and management of advertising campaigns on social networks.
- ✓ Business brand design, slogans and logos.
- ✓ Advanced user of calculation and management tools.
- ✓ Microsoft Office package; Sage, Adobe Photoshop CS7 and others.
- ✓ Translations, negotiations and professional presentations in Spanish and English.
- ✓ Organization of events and training activities for entrepreneurs.

Referees:

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