



Heinar Herrera Bio

Background / Position:

Heinar Herrera is currently the Regional Wholesale Chief Compliance Officer for LAM and MX in HSBC. He has spent over 22 years serving to Financial Institutions; initially working at PricewaterhouseCoopers (PwC) as a part of the Financial Services Industry Practice and more recently to Financial Institutions like Chief of Internal Audit at Deutsche Bank, Director Compliance Officer at CitiBank Mexico; including the Broker Dealer.

During his tenor in PwC he was part of 2 short-term assignments, one in PwC Canada (Toronto) and the other one within the International Quality Assurance Team in PwC Spain (Madrid and Barcelona). He was also assigned to PwC US on a long-term assignment (2 yrs.). He was serving customer like JP Morgan, Bank of America, Goldman Sachs, AIG, Mexican Central Bank, Barclays, VW Bank among other Foreign and Domestic Financial Institutions.

Heinar joined HSBC in 2017 as Regional Wholesale Head of Financial Crime Compliance for LAM and MX advising and overseeing to Wholesale Business (Global Liquidity and Cash Management products, Global Trade and Receivable Finance products, Markets products, Markets Treasury Business, Global Banking customers, Commercial Banking customers, Security Services products, Trust business and Research Business) on related topics and since July 2020 (current role). He was promoted as Regional Wholesale Chief Compliance Officer; expanding his role not only to cover Financial Crime topics but also responsible to advice and oversee Regulatory Compliance topics. In 2019 he was also assigned as Local Chief Compliance Officer to HSBC Brazil to support the initiative to re-launch the HSBC Brazilian Bank.

Education & Personal information:

In 2003 Mr. Herrera completed a Bachelor degree in Accounting and Finance and he also has a technical degree in Finance, Administration and Management Information System.

He is certified by the Mexican Financial Regulator on AML as AML Regulatory Compliance Officer.

He is certified by FIBA (Florida International Bankers Association) on AML.

He is also certified by ICA (International Compliance Association) in Financial Crime Risk Compliance.

He also got a minor degree in Mexican Banking and Financial Law.