Management Team



Rodrigo Fernández Martínez
Sigma Foods CEO

Born in 1976. Joined Sigma Foods in 1998. Before his current role, he held positions including CEO and COO of Sigma, CEO of Sigma Americas, and Director of Finance and Central Marketing. He is currently a board member of several companies, including Alpek and Grupo LAMOSA. He is also a member of the Executive Board for Latin America for the Wharton School at the University of Pennsylvania, and for the University of Monterrey (UDEM). 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 Leon Chamber of the Transformation Industry (CAINTRA) for two periods between 2021 and 2023.



Eugenio Caballero Sada
Sigma Mexico CEO

Born in 1979. Joined Sigma Foods 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 is a member of the Board of CONMÉXICO, Agroindustrial Vice President of the National Agricultural Council (CNA), and Vice President of the Nuevo Leon Chamber of the Transformation Industry (CAINTRA). 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 Foods in 2024. He has over 20 years of experience in the consumer goods industry in Europe, holding leadership roles in marketing, commercial, and finance. Among his previous roles, he served as Vice President and General Manager of Nutrition at PepsiCo for Western Europe and Sub-Saharan Africa, as well as President for Europe and member of the Executive Committee of the coffee group JDE Peet's. He is a member of the Board of Directors of the European Brands Association (AIM). 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 Foods in 2003. 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 for Sigma Mexico, and VP of Sigma Peru. He holds a Bachelor's Degree in Marketing from Tecnológico de Monterrey and an MBA from Cornell University.



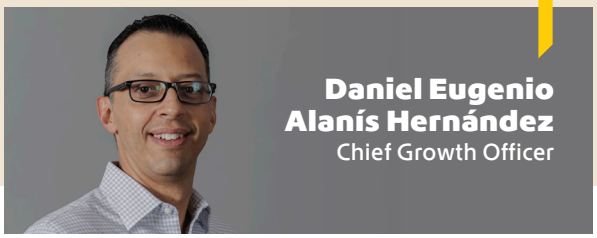
Sergio Javier Ramos Santos
Sigma LATAM CEO

Born in 1965. Joined Nemak in 1988 and transitioned to Sigma Foods in 1993. Before his current role, he held executive positions that included COO and Executive VP of Sales and Marketing, both in Sigma 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.



Carlos Gerardo Maldonado González
Foodservice CEO

Born in 1985. Joined Sigma Foods in 2008. Before his current role, he held positions including Director of Finance and Supply Chain, General Manager of Revenue Management for Sigma Mexico, and General Manager of Plant Based Foods at Sigma US, among others. He holds a bachelor's degree in Mechanical Engineering, with a specialization in Industrial Engineering from Tecnológico de Monterrey, and an MBA from The Wharton School of the University of Pennsylvania.



Daniel Eugenio Alanís Hernández
Chief Growth Officer

Born in 1979. Joined Sigma Foods 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 led strategic projects in the consumer goods industry and worked closely with Sigma Foods, gaining deep insight into the global challenges of the food sector. He holds a Bachelor's Degree in Mechanical Engineering from Tecnológico de Monterrey and both a Master's in Mechanical Engineering and an MBA from the University of Michigan.



Gregorio José de Haene Rosique
Chief Technology and Sustainability Officer

Born in 1959. Joined Sigma Foods in 1982. Before his current role, he was Director of Research and Development and held various roles in Quality Assurance, Engineering, and Sustainability. 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.



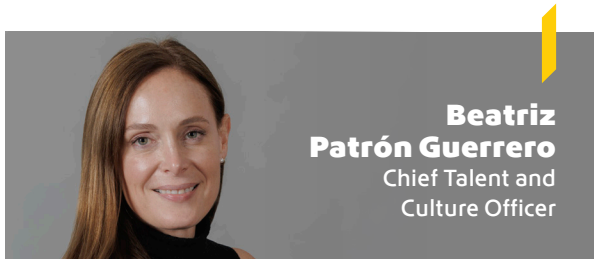
Ana María Henao Palacio
Chief Marketing Officer

Joined Sigma Foods 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 massmarket, luxury, and technology categories.



Roberto Rolando Olivares López
Chief Financial Officer Sigma Foods

Born in 1985. Joined Sigma Foods 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 (UDEM) and an MBA from the Fuqua School of Business at Duke University.



Beatriz Patrón Guerrero
Chief Talent and Culture Officer

Born in 1977. Joined Sigma Foods in 2005. Before her current role, she served as Human Capital VP, 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 Trade specialized in Agribusinesses from Tecnológico de Monterrey and an MBA from IPADE.



Beatriz Copelli
Chief Information Technology Officer

Joined Sigma in 2026. A technology and digital transformation specialist with more than 23 years of experience in consumer goods companies. She has held local, regional, and global leadership roles across the United States, Canada, Latin America, the United Kingdom, Mexico, and Africa, leading transformation initiatives that drive growth, innovation, and business value.