



# VENTURA PALMEROLA

MANAGING DIRECTOR

MADRID

## quick facts

- 20 years of international experience in banking and consulting
- Focuses on revenue improvement for financial institutions
- Works with retail and business banking, credit cards, and consumer finance



Ventura Palmerola is a Managing Director with Alvarez & Marsal Financial Services Industry Advisory in Madrid. He brings twenty years of international experience in the banking and consulting industries.

Mr. Palmerola's primary area of concentration is revenue improvement for financial institutions. He helps clients realise sustainable revenue growth using data-based insights, expert industry knowledge and best international practices.

Mr. Palmerola has worked with clients across various industries, including retail and business banking, credit card issuing and acquiring, consumer and auto finance.

Prior to joining A&M, Mr. Palmerola spent seven years with EY's Financial Services Consulting practice, serving most recently as Associate Partner and Head of Delivery for Revenue Improvement engagements, supervising the successful delivery of nearly thirty engagements for major banks in eleven countries.

Previously, Mr. Palmerola spent six years as Director, Financial Institutions with SR&a and six years as a central banker at Banco de España and the ECB, focusing on payments and securities settlement systems.

Mr. Palmerola earned bachelors' degrees in business administration and direction and economics from Universitat Pompeu Fabra and a master's degree in economics and finance from CEMFI, Madrid. A Spanish national, he is fluent in English, Spanish and Catalan and proficient in French.