



**Gabriela Muñoz**  
**Host organization:** Mukatri (Colombia)  
**ICats role:** CFO/COO  
**ICats duration:** Nov 2013– Dec 2014 (full-time)  
**Degree:** Bachelor of Science in Industrial Engineer – Mexico Monterrey Institute of Technology and Higher Education  
**Professional experience:** 3,5 years of professional experience in financial analysis and manufacture

### Summary

**Gabriela applied her expertise in finance and operations to prepare Mukatri for the next stage of growth. In order to provide a solid platform to effectively manage incoming funds from LGT VP and other private partnerships, internal processes were defined and a local team consolidated.**

#### The problem Mukatri aims to tackle

- The Amazon rain forest loses on average 12'302 square km/year, largely as a result of unsustainable commercial practices. Unable to generate a profit on standing forests, farmers clear forested lands for agriculture, cattle-raising, and illegal crops.



#### Mukatri's solution

- Mukatri manufactures and commercialize sweets, cookies, sauces, and marmalades made of three ecologically grown/harvested fruits: araza, cocona and copoazu.
- Mukatri protects more than 3,000Ha of the Colombian Amazon and supports more than 92 low income families.

#### Mukatri's challenges

Mukatri was entering to a new operational phase of rapid growth. A consolidation of a local team and a clear business direction is crucial.



#### Opportunity for an ICats Fellow

There was an opportunity for an ICat Fellow with both financial as well as operational skills to ensure a successful rapid growth.

*"I have been able to be part of the crossing point between local sustainable economic development and the natural environment rescue, growth and protection. Mukatri opens a door for justice, and equality for all those living from the Colombian Amazonia Piedmont. People here, inject with their hard work, passion, and ideals, all the energy that is needed to keep this dream's engines moving hard"*  
*Gabriela*

### Gabriela's achievements ...



- Develop a social department within the organization to maintain a follow up of social and environmental impact
- Restructure the production department to achieve and maintain an optimal output level of Mukatri products. Fulfilling total demand, which was previously unattainable.
- Consolidate a sales department to scale product sales
- Coach management to organize weekly meetings as well as defining short term tasks
- Set up short-term and mid-term goals for each department

### Gabriela's next challenge

She plans to use all her professional and personal experience acquired during the fellowship by continuing working in social and environmental impact related tasks.

### ...contributing to Mukatri's impact



- Increase beneficiary farmers from 60 to 92
- Support the management on their strategy with ANSPE (National Association for Extreme poverty) and International Red Cross to increase the social impact.
- Consolidation of a local team, to maintain a efficient functionality in all areas of the company
- Start-up of new production lines have met local and national sales demand
- Expanded to regional and national sales market

“Gabriela, became the cornerstone for the company expansion, she contributed with her knowledge and team work spirit to consolidate a strong foundation for the future steps of Mukatri.”

*Gamaliel Alvarez, Mukatri founder and General Manager*