

C-SUITE

MAGAZINE

**SILVANA ROCIO
PARRA**

**DIRECTOR AND HEAD OF FINANCE AT
LAMATECHNOLOGY GROUP LTD**





CAN YOU TELL US ABOUT YOUR BACKGROUND?

I have over a decade of experience as an entrepreneur and business leader in fintech and digital payments. My journey started with business studies at the University of Girona, followed by founding and managing several companies. I've always been passionate about innovation and the impact of technology on financial ecosystems. I'm currently pursuing an Executive MBA in Digital Transformation to continue strengthening my leadership and strategic skills in the tech space.

CAN YOU SHARE YOUR JOURNEY TO BECOMING THE DIRECTOR OF FINANCE AT LAMA TECHNOLOGY GROUP?



I joined Lama Technology Group as part of a vision to bridge traditional finance and crypto. I initially came in with entrepreneurial experience and regulatory knowledge from other ventures. As the company evolved, I naturally took on a more strategic financial leadership role, eventually becoming the Director of Finance and a board member, where I now guide regulatory compliance, financial planning, and strategic partnerships.

WHAT INSPIRED YOU TO PURSUE A CAREER IN FINANCE, PARTICULARLY IN THE TECH SECTOR?



The disruptive potential of fintech always fascinated me. Finance is a powerful enabler of opportunity, and technology makes it accessible, faster, and more secure. My inspiration comes from seeing how digital finance can create inclusion and simplify complex systems and I wanted to be part of that transformation.



WHAT ARE YOUR PRIMARY RESPONSIBILITIES AS THE DIRECTOR OF FINANCE?



I oversee financial strategy, regulatory compliance, and capital allocation. I manage partnerships with EMI and banking providers, ensuring Lama's structure complies with MiCA and AML&T. I also lead budgeting, cost optimization, and the implementation of automated financial tools, while aligning our growth roadmap with financial sustainability.



WHAT EXPERIENCES HAVE SHAPED YOUR PROFESSIONAL JOURNEY?

Entrepreneurship has been my greatest teacher. Founding businesses taught me resilience, risk management, and how to build from scratch. Working across industries helped me adapt and problem-solve in different contexts, and building Lama from the ground up has been the most rewarding and transformative experience.

WHAT LEADERSHIP QUALITIES DO YOU BELIEVE ARE ESSENTIAL FOR SUCCESS?

Vision, empathy, adaptability, and strategic thinking. A strong leader must communicate clearly, empower teams, and maintain a learning mindset. Especially in fintech, where change is constant, being agile and resilient is key.

WHAT ARE YOUR SHORT-TERM AND LONG-TERM GOALS FOR THE FINANCE DEPARTMENT AT LAMA TECHNOLOGY GROUP?

In the short term, our goal is to secure MiCA licensing and expand our EMI and banking partnerships. Long term, we aim to position Lama as a leading European financial app for managing both crypto and fiat accounts, with strong internal financial governance, scalable infrastructure, and high levels of automation.

HOW DO YOU PLAN TO ADAPT TO THE CHANGING LANDSCAPE OF FINANCE IN TECHNOLOGY?

By staying proactive. We constantly monitor regulatory updates, invest in education, and collaborate with experts. We're also committed to innovation, leveraging modular APIs and cloud-based solutions to remain agile. Our focus is on user-centric services that combine compliance with cutting-edge usability.

Lama



Euro & Crypto accounts now available in 10 countries



1

Lama



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See which Lama Plan fits you!



2

Lama BUSINESS



Lama makes crypto easy for business.



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3

Lama



Where Crypto Meets Euro

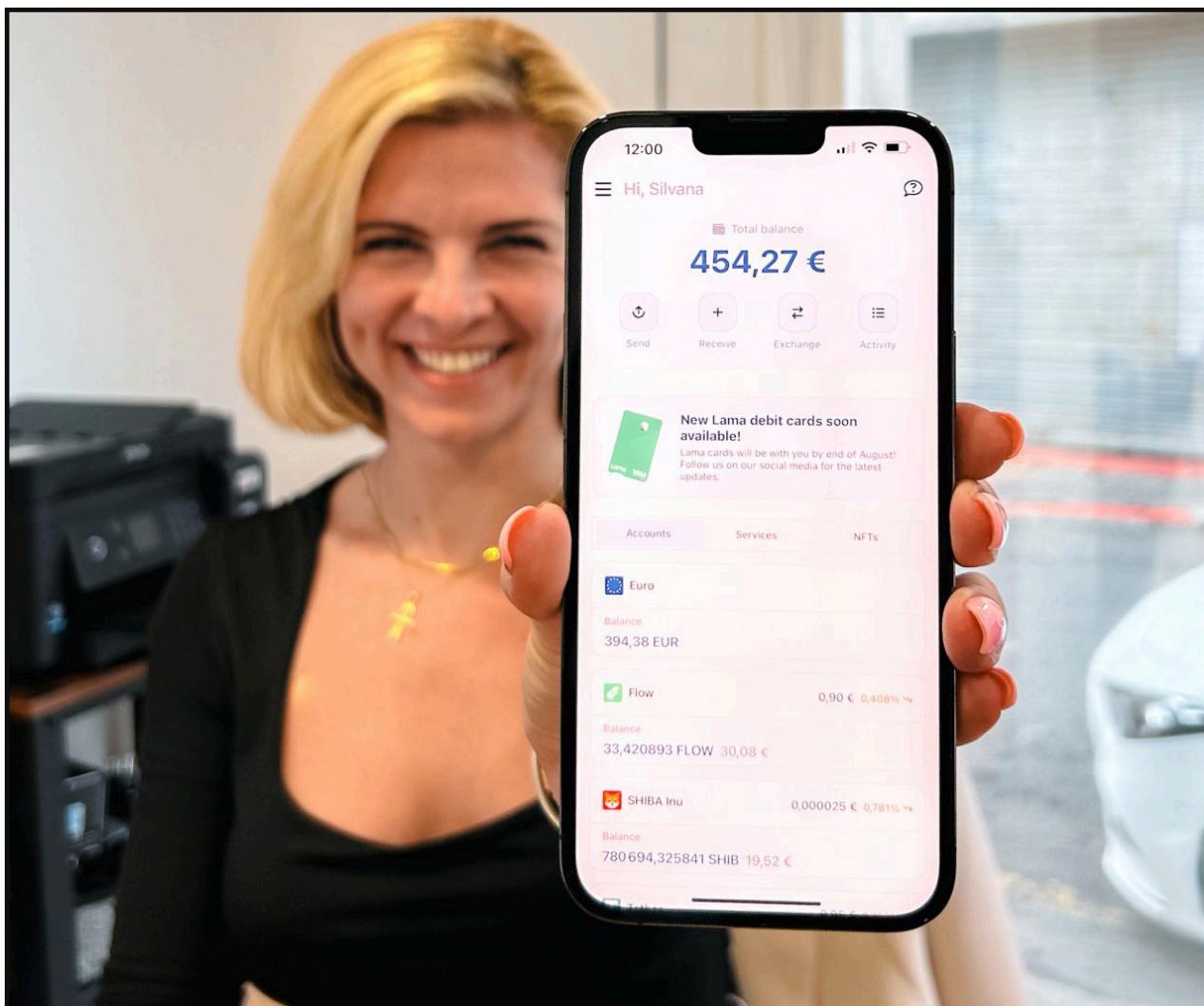


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WHAT ARE SOME OF THE BIGGEST FINANCIAL CHALLENGES YOU'VE FACED IN YOUR ROLE, AND HOW DID YOU ADDRESS THEM?

Balancing regulatory compliance with innovation was a significant challenge. Preparing for MiCA, implementing AML procedures, and ensuring security certifications like PCI-DSS and ISO 27001 required substantial investment and coordination. We addressed this by building a strong network of legal, tech, and compliance partners and integrating tools like Fireblocks, Chainalysis, and Sumsub to ensure readiness.



WHAT TRENDS DO YOU SEE CURRENTLY AFFECTING THE FINANCE SECTOR IN TECHNOLOGY?

The push for regulation in crypto, the rise of embedded finance, and demand for real-time cross-border solutions. Users now expect seamless, secure, multi-currency access all in one place. Regulation like MiCA will redefine the European fintech landscape, creating both challenges and enormous opportunities for those who prepare early.

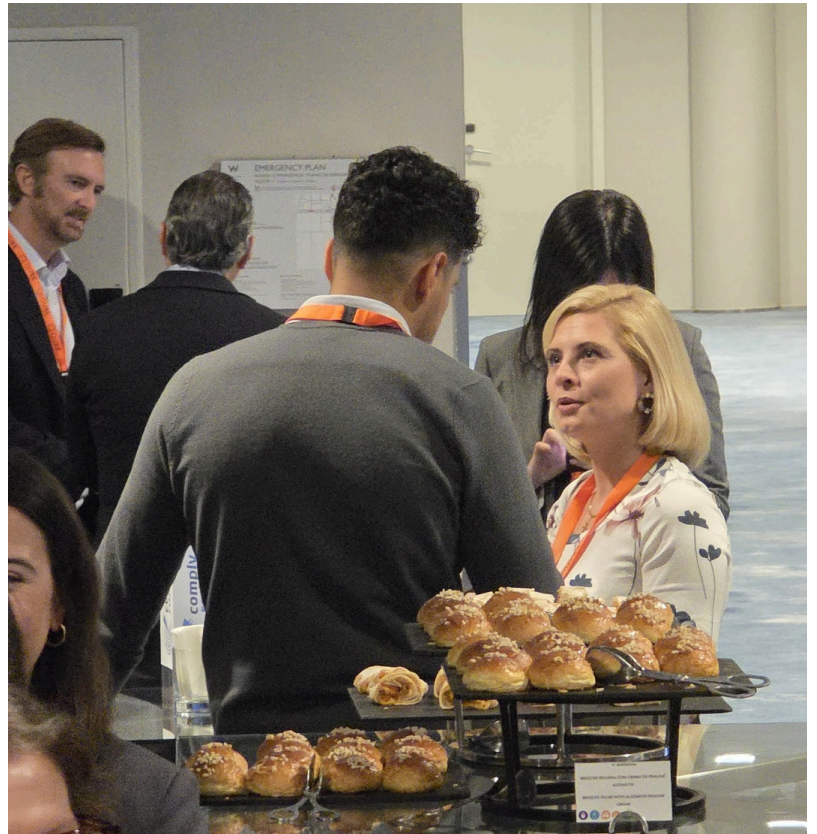
WHAT ADVICE WOULD YOU GIVE TO YOUNG PROFESSIONALS ASPIRING TO BUILD A CAREER IN FINANCE?



Be curious, stay adaptable, and understand both the numbers and the people. Finance is no longer just about spreadsheets, it's about understanding systems, technology, regulation, and user behaviour. Learn continuously and seek mentors who challenge your thinking.

IS THERE ANYTHING ELSE YOU WOULD LIKE TO SHARE ABOUT YOUR EXPERIENCES OR INSIGHTS IN FINANCE?

Yes, finance is evolving fast, and there's space for innovation, diversity, and new voices. My experience has taught me that being hands-on, willing to pivot, and values-driven are powerful tools. At Lama, we believe that the future of finance is transparent, inclusive, and tech-enabled and we're building exactly that.



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Maggie Au Yeung

Edited by