



Diego
Salas Valdés



Charting New Horizons: Diego Salas Valdés, A Legacy of Leadership and Adventure

Diego Salas Valdés, born on June 6, 1962, in Santiago, Chile, is a driven and passionate professional with a remarkable career spanning finance, administration, and entrepreneurship. His journey began with a two-year stint at the Chilean Naval Academy in 1978, where he developed discipline and leadership skills. In 1999, he joined the Chilean Naval Reserve, serving for 24 years and achieving the rank of Lieutenant Commander in 2022, the highest rank in the reserve. This military background instilled a strong sense of duty and resilience, shaping his approach to professional and personal challenges.

Diego's professional career is marked by diverse, high-impact roles across global companies. He started in external audit at Price Waterhouse Coopers (PwC), building a foundation in financial oversight, before moving to budgeting and finance roles at Bristol Myers Corp and ServiceMaster Corp. For seven years, he served as CFO for McDonald's Corp in Chile, driving financial strategy and growth. He later worked as a retail distributor for Claro Chile, excelling in commercial environment management and customer relations. Currently, Diego owns Braza Wines, a venture focused on producing and exporting premium Chilean wines worldwide, leveraging his 25+ years of experience in retail and wine sales.

As a key player for the PHAXSIS Consortium, Diego brings his innovative mindset, teamwork skills, and dedication to high-quality results. His expertise in finance and administration, honed over decades, allows him to navigate fast-paced environments effectively. Known for his proactive approach, he builds strong relationships with colleagues and clients, emphasizing internal and external customer satisfaction. His contributions to the consortium reflect his ability to drive strategic initiatives and foster collaboration in dynamic settings.

Outside of work, Diego leads an active and adventurous lifestyle, enjoying sports like golf, padel, scuba diving, and enduro motorcycling racing. A dedicated family man, he supports his two sons, aged 26 and 27, in their rugby careers, sharing a passion for the sport and other athletic pursuits. His commitment to a healthy lifestyle and positive attitude enhances his personal and professional impact, making him a well-rounded individual and a valuable team member.

In summary, Diego Salas Valdes is a versatile leader whose journey from the Chilean Naval Academy to entrepreneurship exemplifies discipline, innovation, and excellence. His extensive experience in finance, retail, and wine exports, combined with his military service, positions him as a vital asset to the PHAXSIS Consortium. With a focus on customer satisfaction, teamwork, and high-quality results, Diego continues to thrive in fast-paced environments. His active lifestyle and family-oriented values further complement his professional achievements, marking him as a dynamic and influential figure.