



# Leandro González

CEO & Founder of  
BKF Asesores, S.L



[www.bkfasesores.es](http://www.bkfasesores.es)

## About Leandro González

Leandro González (BKF's CEO and founder) graduated with honors in high school, and a few years after graduated in Economics (Universidad Autónoma de Madrid).

In order to complete his academic training, Leandro conducted a specialization course on Economic and Financial Management. Since that time, Leandro has never ceased to train since there is an important need of being updated in order to provide the best service.

Before founding BKF, Leandro joined a construction firm and developed his career as Economic and Financial Deputy Manager for almost ten years. Then he was hired by a pharmaceutical company as Financial Manager, but after one year he decided to launch his own business.

The basis of his knowledge and wide experience partially comes from the continuous training and professional retraining of his team, but... that's what most of CEO try, just doing their best. The underlying rationales behind Leandro's success are closely related to the way he understand life and his own existence, the most important vehicle to enhance not only the human being but also to improve the quality of life of the society around itself, driving through a highway made of values like honesty, integrity and good manners.

## Firm Profile

BKF ASESORES, S.L. (hereafter BKF) is a professional office founded in 1995 which offers accounting, tax, corporate and labor services to their clients of many different sizes and productive sectors. Although founded in Spain, the acronym BKF comes from Book-Keeping & Finance, and since its very beginning was focused at an international level.

BKF's CEO and founder Leandro González philosophy has been always based on the continuous innovation, the use of latest technologies to the extent as possible, and a personal and close attention to each and every client. These key assumptions make that BKF is currently not only a business model but also a way of understanding its professional challenges.

In recognition of its continuous research of excellence, BKF has been awarded twice during the last years, first, by Professional Excellence Institute and after, by the Economy and Competitiveness European Association, both based in Madrid (Spain).

Besides that, BKF's proximity to Madrid Google Campus has provided our company with a close contact with some entrepreneurs and StartUps, to the extent that BKF is currently partner of a Business projects accelerator recently founded with a significant technological basis.

BKF's common operating strategy, from both, a technical and a functional perspective, is that a complete folders structure is addressed to every client in a separate, secure and confidential way using Google Drive, so that BKF allows its clients an easy, bidirectional and agile communication channel through this cloud service.

The outcome is that any client can reach, access, download or even submit any kind of documents which at the same time has been previously structures accordingly.

Moreover, BKF has developed a business management tool in order to help its clients in the decision making process. Through the use of this tool, BKF's clients can analyze their own data in the way the Banks or even potential investors could do...the tool displays their credit quality, profit ratio, company's main figures and so on.

Currently, BKF is using a workflow in order to both monitor and supervise the different tasks carried out for a client, previously categorized and scheduled, and the staff uses a chat system to share the information concerning every process/client properly. Although the workflow is not yet fully automated, it has been proved to be quite useful managing expiry dates and some other issues.

Regarding added value to its clients, BKF submits for free on a monthly basis a newsletter with some interesting news, public grants (if any), regulation updates, etc.

In its fees proposal, BKF acquires the commitment of calling back the client or contact by e-mail in the next working day. Furthermore, offer a 60-days satisfaction guarantee so that in the event our client is not happy with our service, the fee will be reimbursed

All the staff is committed to BKF philosophy, involved in the project and although they are usually focused on their technical job, they keep in mind the underlying ideas of excellence and best service.

As part of the next newsletter, BKF is currently working in a project to simplify the collaboration between both companies and freelancers with the consulting firms which will be presented to the market in the coming months.