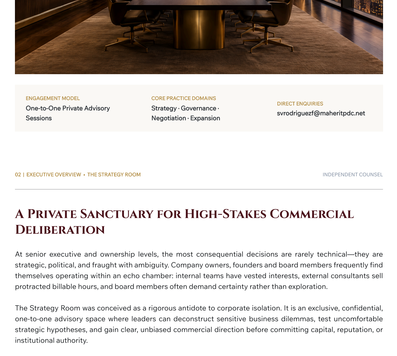
CONFIDENTIAL ONE-TO-ONE STRATEGIC BUSINESS COUNSEL

INSIDE THE STRATEGY ROOM

WHERE COMPLEX DECISIONS FIND DIRECTION.

An exclusive, high-calibre advisory practice personally led by Sofia Rodriguez. Designed specifically for discerning business owners, founders, family principals and senior executives navigating pivotal crossroads, shareholder negotiations, commercial impasses and international market entry.

Madrid · Dubai (DMCC Licensed)
Advisory Practice led by Sofia Rodriguez
Former CEO & International Consultant



ENGAGEMENT MODEL
One-to-One Private Advisory Sessions

CORE PRACTICE DOMAINS
Strategy · Governance · Negotiation · Expansion

DIRECT ENQUIRIES
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A PRIVATE SANCTUARY FOR HIGH-STAKES COMMERCIAL DELIBERATION

At senior executive and ownership levels, the most consequential decisions are rarely technical—they are strategic, political, and fraught with ambiguity. Company owners, founders and board members frequently find themselves operating within an echo chamber: internal teams have vested interests, external consultants sell protracted billable hours, and board members often demand certainty rather than exploration.

The Strategy Room was conceived as a rigorous antidote to corporate isolation. It is an exclusive, confidential, one-to-one advisory space where leaders can deconstruct sensitive business dilemmas, test uncomfortable strategic hypotheses, and gain clear, unbiased commercial direction before committing capital, reputation, or institutional authority.

1. Independent Perspective

Completely unburdened by internal corporate politics, advisory cross-selling, or organisational bias. We have no agenda other than the absolute commercial clarity of the principal.

2. Absolute Discretion

A protected environment where candid vulnerabilities, shareholder tensions, and unvarnished commercial realities can be scrutinised without exposing executive standing or market confidence.

3. Commercial Judgement

Moving beyond academic theories into battle-tested commercial realism. Grounded in executive corporate leadership, international market operations, and cross-border negotiation dynamics.

«TRUE STRATEGIC CLARITY IS RARELY BORN OF CONSENSUS; IT EMERGES WHEN COMPLEX COMMERCIAL REALITIES ARE EXAMINED WITH RIGOROUS INTELLECT, COMPLETE DISCRETION AND DETACHED COMMERCIAL ACUMEN.»

PERSONALLY LED BY SOFIA RODRIGUEZ

Former Chief Executive Officer, International Strategic Consultant & Managing Director at Maherit Project Development Consultancy FZCO.

CREDENTIALS & PEDIGREE

- **Dual Bachelor in Business Administration & International Relations**
  IE University — Madrid & Segovia.
- **Postgraduate in Strategic Intelligence Analysis**
  LISA Institute — Geopolitical Risk, Competitive Analysis & Scenario Modelling.
- **Specialist in International Trade & Business Expansion**
  ICEX-CECO & Chamber of Commerce of Madrid.
- **Executive Financial Markets & Trading Formation**
  Corporate valuation, investment appraisal and capital allocation analysis.
- **Bilateral Business Networks & Multilingual Command**
  Active engagement across European and GCC corporate councils. Native Spanish, C1 Professional English, B2 French.

EXECUTIVE BACKGROUND & PRACTICE PHILOSOPHY

Sofia Rodriguez brings a distinctive synthesis of C-suite corporate leadership, international market strategy, and geopolitical risk analysis to The Strategy Room. Having served as Chief Executive Officer at Trans Europea Riva S.L. and presently co-founding and directing Maherit Project Development Consultancy FZCO in Dubai, Sofia has managed international logistics corridors, negotiated complex multi-party commercial pacts, and steered strategic business development across Spain, the United Arab Emirates, Europe, and the Middle East.

Her advisory methodology rejects generic corporate platitudes in favour of analytical rigour and commercial directness. Having experienced the pressures of direct executive accountability, Sofia understands that a strategic decision is only as viable as its operational feasibility and shareholder alignment. In every engagement, she works personally and exclusively with the principal, ensuring that confidential matters receive uncompromised senior attention.

«Clients do not come to The Strategy Room for generic affirmation. They come for an intellectually uncompromising dialogue that uncovers blind spots, evaluates severe trade-offs, and distils chaotic variables into decisive, commercially defensible action.»

THE STRATAGEM METHOD™: STRUCTURED REASONING IN ACTION

Executive decisions should never rely on raw intuition alone. The Stratagem Method™ is Maherit's proprietary four-stage framework engineered to disassemble complex business friction and rebuild it into actionable strategic clarity.

STAGE 01 — ASSESS

Uncovering Root Dynamics & Hidden Constraints

We begin by separating emotional friction from structural commercial reality. Through confidential intake and rigorous questioning, we identify the unstated motives, power structures, regulatory barriers, and core dilemmas that define the situation.

STAGE 02 — ANALYSE

Stress-Testing Scenarios & Second-Order Impact

Hypotheses and assumptions are systematically stress-tested against competitive counter-moves, cash-flow implications, and regulatory scrutiny. We evaluate second- and third-order consequences that executive teams frequently overlook under pressure.

STAGE 03 — STRATEGISE

Building the Decision & Negotiation Matrix

We formulate distinct, non-overlapping strategic pathways. Each option is detailed with trade-offs, defensive safeguards, walk-away boundaries, and high-probability negotiation levers to protect enterprise value.

STAGE 04 — EXECUTE

Actionable Sequence, Governance & Rollout

Strategy without execution is merely an opinion. We translate chosen pathways into tangible action protocols: negotiation scripts, governance recalibrations, board memoranda, and clear commercial milestones.

WHAT HAPPENS INSIDE THE STRATEGY ROOM?

1. Pre-Session Confidential Intake: Prior to entering the room, key background documentation, contractual frameworks, or financial exhibits are reviewed under strict NDA. No billable time is wasted on basic scene-setting.

2. The Private Deliberation: An intensive, peer-level working session with Sofia Rodriguez. We deconstruct the friction, challenge presuppositions, map tactical alternatives, and establish firm decision criteria.

3. Executive Decision Memorandum: Within 48 hours following the session, the client receives a structured, confidential memorandum synthesising the agreed conclusions, risk mitigations, and immediate action steps.

THE CHALLENGES WE HELP NAVIGATE

The Strategy Room is engaged when ordinary corporate protocols are insufficient to resolve multi-layered commercial deadlocks. The following anonymised scenarios illustrate the type of complex decisions brought to our private counsel:

1. Shareholder & Co-Founder Impasse

The Dilemma: Divergent risk appetites between founding partners threatening commercial continuity during a capital round or exit consideration.
Our Role: Constructing an unaligned, objective valuation matrix and phased buyout mechanism that allows principals to negotiate professionally without destroying enterprise value.

2. High-Stakes Contractual Negotiation

The Dilemma: Imbalance of leverage in sensitive distributor covenants or international joint venture agreements with significantly larger corporate counterparties.
Our Role: Reframing the commercial negotiation architecture, identifying latent counter-leverage, and setting rigorous walk-away thresholds to protect margin and operational sovereignty.

3. Cross-Border Expansion Paralysis

The Dilemma: Evaluating market entry into high-growth corridors (such as Dubai/GCC or mainland Europe) amidst conflicting local partner claims, complex licensing and opaque regulatory risks.
Our Role: Delivering a dispassionate commercial diagnostic, de-risking establishment legalities, and designing milestone-gated capital commitments.

4. Executive Succession & Pivotal Restructuring

The Dilemma: Transitioning from founder-dominated execution to professional board governance amidst operational bottlenecking and executive role confusion.
Our Role: Auditing real decision velocity, designing governance protocols that retain founder vision while instituting accountable executive delegation.

ADVISORY FORMATS & PRIVATE ENGAGEMENT

To respect executive schedules and specific decision cadences, The Strategy Room offers three structured private engagement tiers, alongside custom retained advisory for enterprise principals:

STRATEGIC CLARITY

60 Minutes · Rapid Alignment

Ideal for immediate, high-priority inflection points requiring detached appraisal. Focuses exclusively on dissecting a singular urgent commercial dilemma, identifying blind spots and framing the immediate strategic choice.

- Pre-session intake & review
- 60 min 1-on-1 counsel with Sofia Rodriguez
- Post-session Action Summary Note

Discreet Investment: €950 / AED 3,800

STRATEGIC DEEP DIVE

90 Minutes · Multi-Variable Dissection

Designed for complex, multifaceted dilemmas: international market entry, shareholder renegotiations, or governance overhauls. Thoroughly tests trade-offs and options.

- Full pre-session dossier review
- 90 min intensive deliberation
- Comprehensive Executive Memorandum
- Follow-up check-in (15 days).

Discreet Investment: €1,450 / AED 5,800

STRATEGIC CONTINUITY

Four Sessions · Active Rollout

Sustained advisory partnership providing iterative guidance through live commercial negotiations, capital deployments, or restructuring phases across 60–90 days.

- 4 full private advisory sessions
- Ongoing priority advisory access
- Full document & memorandum suite
- Retained Executive Availability

Discreet Investment: €4,800 / AED 19,200

YOUR NEXT STRATEGIC MOVE STARTS WITH A CONVERSATION

Absolute confidentiality is the non-negotiable foundation of our practice. Prior to any sensitive disclosures, bilateral non-disclosure agreements are executed to ensure complete legal and commercial security.

BOOK YOUR PRIVATE SESSION WITH SOFIA RODRIGUEZ

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