MATUS, RUIZ,
ROMERO APIS
Abogados

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Mexico City

# Edom Elías Servín

Corporate and Commercial / Banking and Financial Regulation / Compliance, AML and Data Privacy

**Counsel**

## EDUCATION

- Bachelor of Laws, Universidad Iberoamericana, Mexico City
- Master's in Telecommunications and Information Technology Law, Universidad Carlos III de Madrid, Spain (degree in process)
- Diploma in Anti-Money Laundering (AML), Universidad Anáhuac

## LANGUAGES

- Spanish (native)
- English (fluent)

## KEY COMPETENCIES

- Corporate & Commercial
- Banking & Financial Regulation
- Compliance, AML & Data Privacy

## PROFESSIONAL EXPERIENCE

Edom Elías Servín is Counsel at the firm, advising on corporate, commercial, banking and regulatory compliance matters. He is a corporate and compliance lawyer with more than 20 years of experience in banking, financial services, fintech, credit bureaus, telecommunications, technology and media.

He serves as outside corporate counsel to national and multinational clients in financial services, retail, e-commerce, executive search and consumer products, handling day-to-day legal matters, commercial contracts and corporate governance. He advises on data protection under the LFPDPPP and the GDPR, including the processing of candidate data in recruitment; on labor and contracting risk in multi-entity structures; and on commercial and residential leases. He also designed and delivered regulatory training for an international bank on the CNBV rules for the integration of officer files.

Before joining the firm in 2026, Edom was Legal Compliance Officer at Círculo de Crédito (2021-2024), a CNBV-regulated credit information company, where he led legal and compliance strategy, strategic contract negotiation and regulatory monitoring; kept the institution free of sanctions across multiple supervisory reviews covering information security, databases, KYC and financial regulation; and implemented the company's ESG program, from the materiality assessment to its adoption by the Board, management and staff. As Legal and Compliance Counsel at Citibanamex MP (2020-2021), he managed compliance with banking, financial, AML/KYC and data protection regulations across Mexico, the US, LATAM, EMEA and APAC, reporting to Global Headquarters, and built the regulatory inventory used by business areas to implement applicable regulation.

As Senior Legal Counsel at DiDi (2018-2019), he was the company's first lawyer in Latin America and built its legal department from scratch, managing a team and an annual budget of approximately MXN 25 million. He led the legal strategy for the launch of ride-hailing in more than 19 cities across Mexico and Latin America, structured the food-delivery pilot, implemented fintech and payments (IFPE) projects, negotiated payment services agreements with multiple providers, implemented the ethics and anti-corruption program (FCPA), and reduced outside-counsel spend by more than MXN 5 million per year.

Earlier, as Associate Counsel at American Express (2014-2018), he advised its entities in Mexico (American Express Company,

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American Express Bank and American Express Insurance Services) and Argentina on cards, merchants, global corporate payments and collections. He led the renewal of the co-branded agreement with a Mexican airline and its loyalty program; launched products and campaigns in compliance with Banxico, CONDUSEF, CNBV and PROFECO rules; implemented AML/KYC, SPEI, SIPRES, REDECO and collection-agency regulations; automated the anonymous whistleblower system with the Global Ombudsman; and supported the bank consolidation of American Express Argentina, reducing merchant payment processing from 13 to 3 banks.

He was previously Senior Associate at BGBG Abogados (2011-2014), where he pioneered data protection compliance projects under the LFPDPPP; Legal Manager at Televisa (2007-2011), negotiating licensing, IP, sponsorship and major-event agreements and supporting the launch of Play City Casinos in more than five cities; and Associate Lawyer at Romero Apis Abogados (2004-2007), advising transnational companies, governments and political parties on government affairs and litigation. He also practiced as independent legal and compliance counsel (2019-2020 and 2024-2025), including brand-protection advice for campaigns at the FIFA World Cup, Super Bowl and Formula 1.

He has extensive experience before Banco de México, CNBV, CONDUSEF, PROFECO, INAI and STPS, defining response plans for supervisory requirements and audits and keeping regulated entities free of sanctions. He maintains working relationships with regulators and government authorities at the federal and local levels. He is Vice President of the Asociación Mexicana de Abogados Financieros (AMAF) and was a member of the Audit, ESG, Ethics, Business Continuity (BCP), Security and Affiliation committees of Círculo de Crédito (2021-2024).

## REPRESENTATIVE EXPERIENCE

- **Corporate Restructuring for Foreign Pension Fund Investments — USD $441M**

  Designed and implemented a corporate restructuring involving the Mexican investments of a foreign pension and retirement fund. The reorganization was structured to safeguard the fund's investments in Mexico, which were subject to a preferential Income Tax regime. The transaction value exceeded USD 441 million.

- **Cross-Border Share Acquisition in the Manufacturing Sector — USD $293M**

  Actively advised on the acquisition of shares of a Mexican subsidiary operating in the ceramic manufacturing industry. The transaction, valued at approximately USD 293 million, involved complex tax considerations that were critical to the negotiation and structuring of the share purchase transaction.

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- **Tax Controversy Resolution and Contingency Reduction — USD $160M**
  Advised a financial services aggregator in Mexico in the negotiation of a conclusive agreement (acuerdo conclusivo) with the Mexican tax authorities, achieving a reduction of approximately USD 160 million in potential tax exposure.