



Transfer Pricing Advisors  
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## **Jorge Ayala Romero**

Partner

### **Professional Background**

- Founding Partner of Transfer Pricing Advisors TPA (consulting firm specializing in Transfer Pricing in Ecuador).
- Master's degree in tax administration and public finance (National University of Distance Education, Spain)
- Master in Public Politics by the IESA (Caracas-Venezuela)
- Acting Professor in the Master of Taxation Program, International Taxation in ESPAE- Ecuador
- Authored numerous articles for professional journals
- Speakers at numerous professional and academic conferences on Transfer Pricing and related topics.
- Lecturer in the III Latin American Summit on Transfer Pricing, with the theme "Reforms and legislation advances in Ecuador on transfer pricing". International Bureau of Fiscal Documentation (IBFD) (Cancún – México, 2001).
- Speaker at ECLAC exhibitor at the topic "Income Tax of Individuals: Analysis of escalation and Equity."
- Professor of economics at prestigious universities in ECUADOR

### **Proven Track Record**

- National Chief of International Taxation and Transfer pricing of the Internal Revenue Service (SRI).
- Regional Director for the South Coast of the Internal Revenue Service (SRI). Provincial Director for Los Rios and Regional Chief of Tax Management of the Internal Revenue Service (SRI).
- Member of the Board of Directors of the Ecuadorian Custom Corporation (CAE).
- Ecuador's delegate in the Permanent Committee for Tax Planning of the CIAT in Panama

### **Capabilities**

- Conducted studies and analysis of transfer prices for domestic companies and multinationals in various sectors.
- Acted as expert witness in court in transfer pricing disputes.