

# Newsletter

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## BaseFirma News

### We are officially a Great Place to Work!

BaseFirma has officially been certified as a Great Place to Work, a recognition that reflects the culture we have built across our offices and the commitment of our team throughout the region.

This certification is based on direct feedback from our people and highlights the trust, collaboration, and professional development that define our firm.

At BaseFirma, we believe that technical excellence and strong client relationships are built on a solid internal culture. Creating an environment where professionals feel valued, supported, and empowered is not an initiative. It is a long term commitment.



### A conversation with our Managing Partner

To mark this important milestone, we spoke with Managing Partner Ricardo Rosero about what this certification represents for the firm and how leadership plays a central role in shaping culture.

In the interview, Ricardo reflects on the evolution of BaseFirma, the importance of regional collaboration, and the responsibility of building a firm grounded in trust, meritocracy, and long term vision.

The conversation also explores how culture supports growth, strengthens teams, and ultimately enhances the value we deliver to clients across jurisdictions.

### What does being part of a Great Place to Work mean to you personally?

*“Being part of a Great Place to Work to me means that the values of the company you work for are aligned with your own values. It means that you don’t have to feel that you are sacrificing your mental or physical well-being to succeed in your professional life. It means that you work for a company that rewards merit and professional achievements, and always honors its core principles of fairness, social responsibility, inclusion, diversity, and equality.”*

## BaseFirma News

*It means that you work for a company that is constantly growing and reinventing itself and never loses sight of the human scale that helps us become better at what we do. A company that achieves great things and becomes a leader in its industry by preserving its independent nature, not selling out to bigger organizations where you would have to compromise your principles and your unique character.*

*It is a place where ingenuity and creativity are encouraged at every level and where you don't have to deal with the bureaucracy that characterizes bigger organizations. Last but not least, it means working for a company where management is open to feedback from employees and is willing to constantly listen and change and work on developing self awareness, to be able to lead by example."*

### **In your opinion, what makes our culture special or different?**

*"Before I founded BaseFirma I worked for a Big Four and the higher I climbed there, the unhappier I found that I was becoming with all the internal politics, the culture of backstabbing, no openness to feedback, only focused on billing maximum chargeable hours to clients at ever higher rates.*

*When I started BaseFirma, I set out to create something different. A successful company providing clients with excellent expertise and service but not worrying about billing them for every single question or conversation. An environment where the principles by which I live my personal life are the same as I use when doing business; where everyone is treated with dignity and respect regardless of their level, position or geographical location.*

*We created a culture of constructive feedback, and everyone, including top management, is required to work on developing self-awareness, be willing to listen to feedback from colleagues and employees, and change and act accordingly. We created a company where we trust our people and give them significant responsibility from day one, the opportunity to develop skills, and be involved in various areas of our business.*

*A place where we are constantly re-inventing our business and where each team member has the opportunity to define and mold our business; so it is a living entity that reflects our joint high standards, that can adapt to compete successfully in the market and remain as one of the best transfer pricing and valuation firms on a global basis."*

## BaseFirma News

### What message would you like to share with the team as we celebrate this recognition?

*"I want to thank each of our team members for their hard work and unique commitment to build the company we have today. I am excited to continue together on this journey, expanding our service offerings and international presence in key locations. There are no limits to what we can achieve as a truly united team."*

*As BaseFirma continues to grow across markets, this recognition reinforces our commitment to fostering a culture built on trust, collaboration, and continuous growth. We are proud of what we have achieved together and remain focused on creating an environment where our people can thrive both professionally and personally.*



## BaseFirma News

### BaseFirma Colombia participates in the 50th Colombian Tax Law Conference organized by the ICDT

BaseFirma Colombia participated in the 50th edition of the Colombian Tax Law Conference organized by the Colombian Institute of Tax Law ICDT, one of the most relevant academic and technical forums in the field of taxation in the country.

The firm was represented by Carolina Zuluaga, Diego Ramírez Forero, Iván Mora, and Carlos Germán Gómez, who actively took part in the discussions and panels held throughout the event.

The Colombian Tax Law Conference serves as a key platform for analyzing the main challenges of the current fiscal environment, as well as for engaging in technical discussions on regulatory and jurisprudential developments in Colombia. The event brings together leading experts, academics, and practitioners, fostering informed debate and the development of sound technical criteria.

BaseFirma's presence at this conference reaffirms our commitment to continuous professional development, rigorous analysis, and active participation in the forums where the tax conversation is shaped.

