
EDUCATION

2011 - 2013	IESE BUSINESS SCHOOL Master of Business Administration (MBA Program)	BARCELONA, SPAIN
2000 - 2005	UNIVERSIDAD DE MONTERREY B.Sc. Industrial & Systems Engineering	MONTERREY, MEXICO
2002 - 2003	VIRGINIA POLYTECHNIC INSTITUTE & STATE UNIVERSITY Erasmus Exchange Program	BLACKSBURG, UNITED STATES

EXPERIENCE

Jun. 12 - Sep. 12	VODAFONE World's second-largest mobile telecommunications company with over 439 million subscribers	MADRID, SPAIN
Jun. 12 - Sep. 12	<i>Commercial Planning & Strategy Intern</i> <ul style="list-style-type: none">Constructed a model to manage nationwide franchise KPIs and generate scorecard reports per point of saleDetected customer service operational flaws by establishing communication channels between managers	<i>Madrid, Spain</i>
2007 - 2011	CEMEX World-class leader in the building materials industry with over 100 years of experience and active global presence	MONTERREY, MEXICO
Jan. 10 - Jun. 11	<i>Junior Advisor - Strategic Planning VP: Cement Commercial Practices</i> <ul style="list-style-type: none">Created an index to assess CEMEX's pricing variations using the biggest retail player in the Mexican market as benchmark to evaluate the present behavior of prices and to predict future trendsReconciled the process to manage the internal and external monitoring of cement pricing analyses to avoid data discrepanciesFacilitated the elaboration of an analysis to assess cement quality as a competitive advantageRedesigned the analysis used for monitoring the pricing variations of the main inputs of cement production	<i>Monterrey, Mexico</i>
Jul. 08 - Dec. 09	<i>Junior Advisor - Strategic Planning VP: Cement Logistics and Operations</i> <ul style="list-style-type: none">Created an excel-based optimization model to simulate how competitors will try to maximize their profits and shift their production and commercial efforts after their 2010-2011 production capacity increaseCo-developed an analysis to determine the profitability for every customer in MexicoContributed in the Pan American PMI (Post-Merger Integration) projectDeveloped an analysis to assess the feasibility of obtaining a key raw material for the development of a new cement	<i>Monterrey, Mexico</i>
Apr. 07 - Jul. 08	<i>Professional in Development Rotational Program</i> <ul style="list-style-type: none">Established the Organizational Development methodology, a root cause analysis tool, in the Monterrey cement plant to procure necessary maintenance budget for the Packaging departmentCoordinated the national training of an optimization model to determine the best origin point for every cement delivery in Mexico which decreased incorrect deliveries by 65% that represented a USD \$1.5 M benefit	<i>Monterrey, Mexico</i>
2006 - 2007	NEMAK Global leader in the production of high tech aluminum components for automotive applications	MONTERREY, MEXICO
Mar. 06 - Apr. 07	<i>Industrial Engineer & Kaizen Analyst</i> <ul style="list-style-type: none">Standardized the flow and efficiency of the entire General Motors (GM) production line to 60 PPM (parts per minute) using lean manufacturing and continuous improvement (Kaizen) methodologiesDeveloped a descriptive Value Stream Mapping of the GM production line	<i>Monterrey, Mexico</i>

LANGUAGES

Spanish: Mother tongue
French: Basic

English: Excellent
Italian: Basic

GENERAL INFORMATION

- IESE Class of 2013 Student Council member
- President of the Public Speaking, Social Action and Karaoke clubs at IESE
- Writer of the weekly IESE MBA newsletter
- Graduated with Excellence from Universidad de Monterrey: Ranked among the 90th percentile in the class of 2005
- Participated as mentor in the 2010 Honors Program at Universidad de Monterrey
- Represented CEMEX in a national forum for socially responsible and ethical leaders for two years in a row (2007 & 2008)
- Personal interests include music, writing, travelling, performing arts, team sports, history and museums