

ARMANDO GONZALEZ LOPEZ

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Summary

International Trade Graduate with studies in Business Administration with more than 15 years of professional experience in family business companies, focused on optimizing operations to reduce costs and to increase customer satisfaction. Experience in footwear manufacturing, digital marketing, and avocado farming.

Professional Experience

Corporativo Empresarial Gonlo – (Oct 2016 – Present) Family owned business dedicated to the construction, leasing and administration of real estate.

Position: Avocado Farm Manager

Reports: Owner

Responsibilities:

- Direct and supervise the operation of 10 acres of avocado.
- Coordinate and verify new engineering developments.
- Analyze selection of agricultural machinery.
- Evaluate personnel.
- Coordinate with suppliers all inputs needed to establish new crops.
- Supervise harvest and post harvest process.
- Search for marketing channels.
- Develop and execute new activities, projects, strategies, in search of productivity and efficiency increase.
- Request government incentives.

Achievements:

- Increased by 25% the plant crop area.

WSI – (Nov 2012 – Dec 2015) Canadian franchise specialized in Digital Marketing Consulting.

Position: Franchisee and Digital Marketing Consultant.

Reports: Franchise

Responsibilities:

- Prospected customers.
- Executed marketing diagnostics.
- Advised business owners' best practices to build internet applications.
- Established objectives and key performance indicators of the recommended solutions.
- Created teams involving graphic designers and IT professionals.
- Presented social media workshops to business owners.
- Webmaster of several companies.

Achievements:

- Improved patient care by 10% implementing a Medical Administrator Application at Clinica de Fisioterapia Multiple, S.C.
- Increased 3% to 5% sales monthly at Grupo S&S, S.A. de C.V. using email marketing and Facebook.
- Increased by 150% visibility the 2015 Challenger Leon International Tennis Tournament using email marketing, Facebook, and Twitter.

Calzado Andrea, S.A. de C.V.– (Jul 2001 – Jun 2012) – Family owned business belonging to Grupo Andrea dedicated to manufacture five star quality ladies footwear .

Position: Purchasing and Inventories Manager

(Jan 2012 – Jun 2012)

Reports: Supply Chain Director

Responsibilities:

- Assured materials for two manufacturing facilities.
- Led ten professionals to follow up weekly production objectives.
- Supervised customer orders, material requirements, purchase orders, production schedules, and shipments to the distribution center.
- Developed and selected suppliers in joint with the Operations Director.
- Authorized payments to suppliers weekly.

Achievements:

- Optimized 20% the time in planning and scheduling production by implementing a computer application.
- Decreased 10% obsolete materials every season by analyzing consumption statistics.
- Obtained 5% to 18% discounts by negotiating prices with strategic suppliers.

Position: CEO Assistant

(Jan 2010 – Dec 2011)

Reports: CEO

Responsibilities:

- Authorized materials, machinery, and services purchase orders.
- Coordinated CEO's agenda.
- Monitored progress on strategic projects.
- Prepared sales, cost of goods sold, and labor costs reports weekly.
- Performed treasury activities according to the CEO instructions.

Achievements:

- Maintained bank fees per operation.
- Created the company's Organization Manual.

Position: Warehouse supervisor and costs analyst

(Jan 2004 – Dec 2009)

Reports: CEO

Responsibilities:

- Managed leathers, textiles, synthetics, counters, rubber sheets, and buckles inventories for an average of 20 models with 2 alternatives each one every season.
- Monitored materials quality and performed returns to suppliers.
- Delivered materials to production lines.
- Performed weekly inventories.
- Supervised warehouse personnel activities.
- Prepared cost analysis for different production seasons, spring-summer, summer, autumn-winter.

Achievements:

- Decreased by 40% the warehouse area.
- Increased to 100% inventory reliability.

Position: Imports coordinator

(Jan 2002 – Dec 2003)

Reports: CEO

Responsibilities:

- Managed shoe components, machinery, and spare parts imports from Italy, Spain, China, Brazil, Chile, Argentina, and the United States.
- Claimed quality and quantity problems to international suppliers.
- Arranged payments to international suppliers.
- Coordinated freight forwarders and customs agents.

Achievements:

- Negotiated airfares obtaining 18% discount.
- Reduced 50% customs clearance time.

Position: Imports trainee

(Jul 2001 – Dec 2001)

Reports: Imports coordinator

Responsibilities:

- Kept shoe components, machinery and spare parts imports records.
- Monitored sea, air, and land shipments.
- Communicated new shipments to customs agents.
- Sent documentation to customs agents.
- Arranged duty payments.
- Validated merchandise arrival to the warehouse.

Education:

- Graduate in International Business,
 - Tecnológico de Monterrey Campus Leon, December 2001.

Courses and Certifications:

- IPADE Alumni Sessions, IPADE Business School, Leon, July 2017.
- Course on Soil Evaluation, INTAGRI, Guadalajara, February 2017.
- IPADE Alumni Sessions, IPADE Business School, Leon, may 2015.
- Digital Marketing Course at WSI, Mississauga, ON, Canada, January 2013.
- Innovation for Senior Management Program ADIT, IPADE Business School, Leon, December 2009.
- Management Development Program D1, IPADE Business School, Leon, June 2008.
- Logistics Diploma, Tecnológico de Monterrey Campus Leon, August 2006.
- Managerial Effectiveness Program, ICAMI, Leon, May 2006.

Languages:

- Spanish: Native
- English: Advanced