



Profile

MBA-qualified Project Manager with 13+ years of international experience leading Digital Transformation, ERP implementations, and E-commerce optimization initiatives across retail and consumer goods sectors. Expertise in SAP, IBM Sterling (Order Management System), Salesforce Commerce Cloud, and front-end/back-end systems integration. Proven track record of driving +25% operational efficiency, +30% revenue growth, and optimizing omnichannel customer journeys. Adept at Agile Project Management, OKRs deployment, and cross-functional team leadership across multicultural environments.

Core skills

- Digital Transformation & Omnichannel Strategy
- ERP Systems (SAP AFC) & Order Management Systems (IBM Sterling OMS)
- E-commerce Platforms & Front-End/Back-End Systems Integration
- Agile Methodologies, Scrum, and OKRs
- Program & Project Management (Waterfall, Agile)
- Financial Planning, Forecasting & KPI Optimization
- Supply Chain Optimization & Customer Experience
- Data-Driven Decision Making & Business Analytics
- 3rd Party Fulfillment Models (Narvar, Amazon, Cross-Border Shipping)

Professional Experience

MANAGER E2E GLOBAL BUSINESS DESIGN

March 2023 — Present

- Spearheaded end-to-end (E2E) digital transformation initiatives, boosting operational efficiency.
- Led cross-functional alignment between front-end (eCommerce) and back-end (ERP, OMS) systems to enhance customer journey and sales processes.
- Conducted risk assessments and ensured compliance with GDPR and ISO standards.

SENIOR MANAGER, PROGRAM DELIVERY – ECOMMERCE

January 2019 — March 2023

- Directed major digital rollouts (IBM Sterling OMS, Salesforce Commerce Cloud, Narvar middleware) across 5+ countries, increasing digital sales revenue by **+30%**.
- Standardized order management processes and enhanced cross-border shipping capabilities, reducing delivery times by **25%**.
- Delivered 70+ Agile-driven initiatives to optimize payment systems, tracking solutions, and mobile app performance.
- Implemented KPIs and OKRs adoption, improving project delivery speed by **15%**.

Details

Düsseldorf, Germany

Skills

Digital Transformation

Omnichannel & Process Integration

Project Management

Agile Project Management & OKRs

Business Strategy

SAP and IBM Sterling (Order Management System)

Team Leadership

3rd Party Fulfillment Models (Narvar, Amazon)

Languages

Spanish

English

Portuguese

Italian

Hobbies

My hobbies include being a dedicated father and husband playing tennis, following Formula 1, and experimenting with new recipes in the kitchen.

MANAGER, SALES OPERATIONS

January 2017 — January 2019

- Enhanced real-time reporting systems through SAP BI and Tableau integration,
- reducing forecasting errors by **20%**.
- Drove data-driven decision-making, achieving a **+10%** margin improvement in product sell-in/sell-out cycles.
- Led collaboration between sales, finance, and operations teams to optimize performance and financial reporting accuracy.

SENIOR SPECIALIST, CUSTOMER SERVICE

January 2014 — January 2017

- Successfully led SAP CRM implementation to streamline Sales & Customer Service processes.
- Increased customer satisfaction scores by **+18%** through enhanced support workflows.
- Strengthened cross-functional collaboration between customer service, supply chain, and finance teams.

VARIOUS ROLES, CUSTOMER GOODS, LOGISTICS, ENERGY SECTORS

2007 — 2014

- Led digital transformation and automation projects that improved operational efficiency by **up to 30%**.
- Managed key accounts and distribution networks, expanding market reach by **+15%**.
- Implemented real-time analytics tools, driving faster decision-making and customer responsiveness.

Technical skills

- AFS SAP CRM, SAP BI
- IBM Sterling OMS, Salesforce Commerce Cloud
- Tableau, Power BI, Google Analytics
- Jira, Confluence, Trello, Miro
- MS Office Suite, SharePoint

Education

MBA, Universidad Europea de Madrid, MADRID

January 2015 — January 2016

International Business, Universidad de la Sabana, BOGOTA

January 2003 — January 2008