



Overview

- More than 25 years of experience in international negotiations with different cultures and global markets and 17 years of experience in negotiation worldwide, including product development. International entrepreneurship.
- Broad experience in supply chain and sourcing management in various sectors, especially in apparel business with focus in market driving execution and results. Experience in strategies for product development. Leader and developer of people, and strong decision making skills. Fluent in English and Spanish.

Key Words
 business energy sourcing experience
 negotiations million activities colombia
 product international management
 products ls cost apparel

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Objective

- Work with an international and innovative company where I will be exposed to challenging businesses and global negotiations that I am excelent at. As I also enjoy leading Corporate Social activities and Environment protection initiatives, I would also like to work helping others.

Employment History

1992 – 2008 (March 31st) **Levi Strauss & Co.- COLOMBIA.** Medellin, Colombia
 Country Manager

- Negotiation and management of all sourcing activities of textile and apparel business in Andean Countries (ATPDEA), for the American, Canadian and Mexican market according to LS & Co. requirements. Administrative, production, export and financial management. Supply chain and sourcing management in apparel and textile business, including price/cost negotiations and production contracts with sewing contractors, laundries, Mills, sundry suppliers and logistic providers, while driving execution and results (On time delivery, quality, transit times, cost, attainment). Negotiations with Product Management team in Head Quarters.
 - Led and maintained Corporate Social Responsibility and Environment protection guidelines with Contractors and suppliers. Brand Protection control and management.
 - Active role in all activities of negotiation and Lobbying with US Government at Washington around Free Trade Agreement between Colombia and USA.
 - Develop strategies to access new markets or new suppliers. Sourcing activities as evaluation of suppliers to determine weaknesses, strengths, risks and opportunities based on permanent global Benchmarking.
- Major achievements:
 - Reduced costs by 40% in the last 10 years in all basic stiles, saving more than \$3.0 million a year without compromising quality or delivery schedules.
 - Amidst dramatic political upheaval in Colombia and currency revaluation, the Colombia CF branch office found new ways to deliver against business requirements resulting in mentioned product cost savings (about US\$ 30 million in 6 years) and adopting new fashion products through innovation and joint ventures with fashion leaders in Europe. (Research and development)
 - Grew from a 3 million unit per year operation to a 14 million one in 2005. (Levi's Red Tab ®, Levi Strauss Signature™ , Dockers® for US, Canada and Mexico).
 - Managed to direct the sourcing of 80 different products (Tops / Bottoms) having started with only 8, all while reducing personnel by 40%.
 - Reduced operational cost per unit from US\$0.17 to US\$0.04.
 - Developed and approved new fabrics with local mills that replaced some of the volume that was worked with US Mills that contributed to reduce or maintain prices.
 - Collaborated and led in developing Proto capabilities in country for new styles and fabrics that contributed to expand fashion opportunities and being recognized as innovation leaders.
 - 2001 LS & Co. Worldwide Excellence Award rewarding outstanding performance and contribution to the business turnaround, by negotiating better prices and keeping Colombia as one of the best sourcing options.
 - 2007 LS & Co. Worldwide Excellence Award rewarding outstanding performance in negotiating better prices for the region.

2009, Now **Sistemas de Inteligencia Energetica SAS - Inergica** Medellin, Colombia
 Legal Representative & Share Holder

- Creation / Foundation of a brand new ESCO or energy service company in Colombia, Inergica S.A.S., to provide energy solutions for small businesses including design and implementation of energy saving projects, energy management, control and most importantly, reducing our environmental footprint (carbon emmision). The company

perform an in-depth analysis of the property, offer an energy efficient solution, install the required elements, and maintain the system to reduce energy bills by 20% with a typical ROI of 24 months. - Systems Integration for remote Metering and control. - Cloud based system and SMART METER SOLUTION CHANGE BEHAVIOUR Use our systems to influence employees to adopt more cost effective working practices. Energy, gas and water measurement and management.

Education

1980- 1985 & 2003 **EAFIT University - Medellín, Colombia.**

Medellin, Colombia

BA with a focus in International business and negotiation.

- Business Administration.
- MBA with emphasis in International Business

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