



# ALFREDO HERNÁNDEZ

DIRECTOR

SUPPLY CHAIN LOGISTICS OPERATIONS

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## EDUCATION

### INDUSTRIAL ENGINEER

College Degree  
UNIVERSIDAD LA SALLE  
MÉXICO

### MARKETING

Master's Degree  
UNIVERSIDAD POLITÉCNICA DE CATALUÑA  
ESPAÑA

### INDUSTRIAL SECURITY & ORGANIZATION

Master's Degree  
UNIVERSIDAD POLITÉCNICA DE CATALUÑA  
ESPAÑA

## SKILLS

### PROFESSIONAL

#### MANAGEMENT



#### NEGOTIATION



#### BUDGETING, PLANNING & FORECASTING



#### ACCOUNTING & FINANCE



## PROFILE

HIGH EXPERIENCE AND KNOWLEDGE IN SUPPLY CHAIN AND LOGISTICS IN AN INTERNATIONAL COMPANY.

## PROFESSIONAL EXPERIENCE

### SUPPLY CHAIN & E-COMMERCE DIRECTOR

LÓREAL LUXE & DCA MEXICO | 2017.APR – PRESENT

Head LUXE & DCA business logistic strategy and objectives, managing the customer care, demand planner and procurement supply departments.

Optimize and organize the process and resources to support the comercial network.

Develop and improve the e-commerce strategy for all the LOREAL divisions, contribute to rank the brand image and increase the sales through internet.

### LOGISTIC MANAGER

LÓREAL LUXE MEXICO | 2015.JUL – 2017.APR 1Y:8M

Coordinate demand planner, procurement supply and CPFR departments, analyze, evaluate and aling results with the defined strategy.

### CPFR

LÓREAL DPGP MEXICO | 2015.FEB – 2015.JUL 0Y:5M

Manage the supply chain to synchronize sales and replenishment, to offer a better and more accurate business view, by identifying opportunities to improve.

Create colaborative relations between the company and its clients based on win-win perspective and on information sharing.

# SKILLS

## LANGUAGE

SPANISH



ENGLISH



## TECHNICAL

SAP WM



FORECAST PRO



MICROSOFT EXCELL



FUTURE MASTER



# AWARDS

2013 BEAUTY SHAKERS

LÓREÁL

2006 INGENIUS CONTEST

LÓREÁL

2007 PROYECTO EMPREDORES

SECRETARIA DE ECONOMÍA

LA SALLE

2007 MONEDA DE PLATA

LA SALLE

# PROFESSIONAL EXPERIENCE CONTINUED

## DEMAND PLANER SR

LÓREAL LUXE MEXICO | 2012.JUN – 2015.FEB 2Y:8M

Manage and analyze demand forecast for the most important Luxe Brand; Lancome.

Consolidate the sales business strategy.

## CUSTOMER CARE SUPERVISOR

LÓREAL LUXE MEXICO | 2011.MAR – 2012.JUN 1Y:2M

Coordinate and manage customer portfolio to guarantee an excellent service.

Consolidate flows, process and teams to achieve the annual business objective.

## CUSTOMER CARE ANALYST

LÓREAL LUXE & ACTIVE COSMETIC MEXICO | 2008.AGO – 2011.MAR 2Y:7M

Analyze, update and follow up the process of sales generation.

Standarize through agreements with clients the replenishment process to make the logistic flow more efficient.

Additionally served as project manager for the moving warehouse project.

## LOGISTIC AGREEMENT PROJECT MANAGER

LÓREAL COSBEL PLANT XOCHIMILCO MEXICO | 2008.FEB – 2008.AGO 0Y:7M

Desing and implement the buying agreements for all the suppliers, achieving stock and cost reduction, efficientizing the supplies's flow.

## SHORT TERM PLANNER

LÓREAL COSBEL PLANT XOCHIMILCO MEXICO | 2007.AGO – 2008.FEB 0Y:6M

Planning and managing the production fulfilling goals on time.