

JOSE CARLOS GOMEZ ROSALES

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EXECUTIVE PROFILE

Professional with over 35 years of experience in supply chain from demand to deliver the customer, with a large emphasis on manufacturing, logistics and innovation, leading multinational companies in consumer and cosmetic products.

Responsible for developing and successfully implementing strategies and initiatives throughout the supply chain, with an analytical approach and action, with a positive impact on business results and customer focus. Experience in multicultural environments on the basis of effective teamwork, collaboration and interactions of all areas of business. Ability to attract and develop talent.

Key Competencies

- Leadership and focus on results
 - Creativity and learning on the fly
 - Strategic Agility
- Oriented analytical capacity for action
Talent Development
Effective interpersonal relations

PROFESSIONAL EXPERIENCE

DISTRIBUIDORA COMERCIAL JAFRA. **2022 - Present**

Corporate Director of Operations

Responsible for operations and distribution for the Befra group: Betterware & Jafra

JAFRA MANUFACTURING COSMETICS CO. **2019 – 2022**

Global Operations VP Reporting to Business CEO

Responsible for Global Operations E2E (Procurement to Distribution)

Co-Responsible for Global innovation products development and implementation

ESSILOR CO MEXICO **2017 – 2019**

Operations Director Reporting to Regional SCH and Mexico Business General Mgr.

Responsible for total Supply Chain (Manufacturing, Logistics, QEHS and Procurement)

Responsible for the route to market in WS and Retail

Inventory management with 30000 SKU's

Define logistics processes for a direct sale business model implementing S&OP and common KPI's across the business including a new ERP implementation (Oracle).

JAFRA MANUFACTURING COSMETICS CO. **2015 – 2017**

Global Supply VP – Reporting to Global CFO

Responsible for Global Supply Chain with 8 countries in the service network

Responsible for Procurement and Packaging Engineering

Define logistics processes for a direct sale business model implementing S&OP and common KPI's across the business including a new ERP implementation (SAP).

Business partner with the new product development

Responsible managing 3rd party model supporting core business

MALTATEXO DE MEXICO S.A DE C.V. (NEOVIA GROUP) (CURRENTLY ADM)**2013 – 2015****Operations Director México – Reporting to Malta Texo México President and Operations Global**

Responsible for supply chain with 11 production plants and 10 distribution centers throughout the country.

Responsible for engineering and business total capex (10 MMUSD/year)

Responsible for QEHS total business

- Consolidate logistics processes implementing S&OP and common KPI's across the business
- Quality model implementation for the two production divisions (pets, livestock)
- Transportation management implementation delivering 30% reduction in transportation cost moving 165Mtons per month in raw materials and finish product
- Development of logistic processes by business division
- Responsible for 10 union contract negotiation

SIMPLICITY & EFFICIENCY S DE RL DE CV**2011 - 2013**

Consulting Partner: Consulting a consumer product leading company in Managua, Nicaragua designing the route to market and logistics platform for new categories. (Compañía Cervecera de Nicaragua)

Consulting a multinational consumer company in Mexico improving 10 points the product cost including the change management process. (Ricolino)

Consulting a Logistics Company in Mexico designing the management process for POP material

Design and implementation of two packaging lines to create a new line of business in a Logistic company (Co Packer) (BEDISA)

Consulting a National Consumer product company redesigning the logistics network. (Canelas)

MBA Part time teacher at Tecnológico de Monterrey Campus Puebla

KRAFT FOODS**2010 – 2011****Operations Director México – Reporting to Kraft Foods México President and Operations Regional****Director for LA.** Responsible for supply chain integration, leading Mexico Cadbury and Kraft committed to getting the results to the new Kraft.

- Consolidate an optimal organizational structure of operations to support major changes and challenges of the new company by integrating the three production plants and logistics centers.
- Standardize processes and systems in manufacturing and logistics laying the groundwork for migration of the new Kraft SAP as ERP.
- Consolidate logistics hub and the 58 supply center promoters of the Mexican Republic to support the combined portfolio of Cadbury and Kraft in the three main channels.
- Identify and implement synergies savings throughout the supply chain for over more than \$ 30 M USD run rate.

CADBURY ADAMS**2007 – 2010****VP Supply Chain NoLA (México, Central America and Caribbean) – Reporting to Cadbury Adams México****President and VP Global Supply Chain.** Responsible for supply chain in Mexico as a productive unit and logistics centers in CA and the Caribbean, leading strategies to support the profitable growth of business with an important platform for innovation.

- Lead and support the successful implementation of SAP business model under normal operation without negative business impact across supply chain.
- Implement changes to transform the company model to “Service Company” working with an excellent labor strategy generating a healthy working platform and savings of over \$ 40 M USD.
- Lead the BRC (British Retail Consortium) certification of the Puebla plant, first to do so in the Cadbury network.
- Develop the flexible formula's model to minimize the impact of commodities' fluctuation saving \$ 10 M USD.

2006 – 2007

VP Regional LA in Logistic and Customer Operations (L&CO) – Reporting to BU’s presidents in LA and VP Global Supply Chain.

Responsible for logistics and customer operations, leading strategies to support excellence in customer service.

- Evaluate the maturity level of customer service and established initiatives and strategies to carry higher levels across LA standardizing kpi’s to compare under the same criteria every logistics department in LA.
- Standardize the operation model of the S&OP (Sales and Operations Process) over LA with comparable indicators by country (kpi’s)

WARNER LAMBERT ADAMS DIVISION, PFIZER AND CADBURY **2000 – 2006**

VP Supply Chain MeCCA (México, Caribbean and Central America) – Reporting to México President and VP Global Supply Chain.

- Develop and implement a Master's program for Talent with returns of \$ 30 M USD in 2 years having this as a foundation to support the product cost.
- Design and implement a productivity model avoiding price increases in 5 years for the product portfolio
- Lead an excellent transition to Pfizer and later to Cadbury

WARNER LAMBERT, ADAMS DIVISION USA **1998 – 2000**

Operations Development Manager Gums – Reporting to VP Operations Development USA and VP Global Operations Development. Responsible for the innovation of gums in NA.

- Implement the third party model to support the profitable launch of Trident Advantage bringing the brand to more than \$ 100 M USD in sales in the US market.
- Standardize globally the Bubbalo formula generating savings of \$ 10 M USD

Warner Lambert, Adams Division – Plant Manager **1994 – 1998**

Warner Lambert, Adams Division – Candy Production Manager **1991 – 1994**

Warner Lambert, Adams Division – Production Supervisor **1986 – 1991**

Grupo Cuervo – Production Manager **1986 – 1986**

Grupo Cuervo – Project Manager **1984 – 1986**

Cafés Finos de Exportación – Production and Project Manager **1983 – 1984**

EDUCATION AND ADDITIONAL TRAINING

- **Innovation in Supply Chain Diploma** -Tecnologico de Monterrey **2012**
- **Part time teacher at Tecnologico de Monterrey** **2012 - 2019**
- **APICS Membership** **2011**
- **Board member of the Puebla’s competitive council** **2006 – 2009**
- **MRP II A Certification** **2004**
- **MBA focused on Finance (Cum Lauded Honors)** – Universidad de las Américas A.C. **2002**
- **Leadership Development Program** – Harvard Business School **2002**
- **Human Resource Management and Marketing Program** – U Politecnica Valencia Spain **2001**
- **French Managerial practices Program** – AOA Intercultural Nantes France **2001**
- **Finance Diploma** – Universidad de las Américas A.C. Puebla **1997**
- **Candy Master** – Dulces La Reyneta Zarauz, Spain **1984**
- **Food Engineering Bachelor’s Degree** – Universidad de las Américas A.C. Puebla **1982**
- **Languages** – Spanish: expert, English: expert, German: basic.