

# EDGAR FRANCISCO DIAZ

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## VP, DIRECTOR SALES & SUPPLY CHAIN | WINE & SPIRITS | CONSUMER GOODS

Masters-degreed Engineer has executive-level management experience in Sales, Supply Chain, Operations Management, and Project Management. Advanced business communicator and negotiator. Fluent in Spanish and English. Creative, Innovative, Analytical, Entrepreneur. Proficient developing strategic plans to growth a business.

### EXPERTISE

Business Developer	Process and procedure expert	People empowerment
Strategic Planning	Sales High Performance Teams	Distributor Relationship
Third-Party Logistics 3PL	Multi-cultural business etiquette	Sales Operation S&OP

### EXPERIENCE

**Kukenan Group, US, Mexico - LATAM** **2018 – Present**  
US & Latin America Consultant Company. Consulting  
**Director & Founder Associate**

Help companies and executive teams to develop an integrated strategic business plan. Analyze process for start up companies or multinational companies in order to link business objective to action in the best way to archive the goal setting or increase profit. Consulting.

- Designed and implemented strategic business plan for agricultural business in LATAM. Goals Settings and developed Mission & Vision align with long-term objectives.
- Optimized forecasting S&OP for Dairy Business in Mexico with SAP IBP implementation.
- Supported operations and process improvement for startups companies at LATAM & US.

**Pernod Ricard Travel Retail Americas, Fort Lauderdale, FL** **2015 – 2018**  
Pernod Ricard is the No.2 worldwide in Wines & Spirits.

#### Region Project Director

Ran highly strategic projects necessitating new processes from conception to completion; oversaw planning, implementation, testing, evaluating and consistent company-wide reporting. Aligned decisions with global initiative to reduce procurement spend. Lead business case development projects with multifunctional teams across the region.

- Incremented 15% net sales developing DF channel for Caribbean markets.
- Saving 2MM\$ in 4 years simplifying Travel Retail and domestic RTM with a new 3PL for the Foreign Trade Zone in Miami, FL and New integrated 3PL for Dominican Republic.
- Implemented system of KPI Managements Dashboard for executive. As Leader of IT, improved and maintained appropriate tools for commercial, marketing and finance teams.
- Improved Supply Chain WOW by gathering and reviewing process, solving problems, analytics KPIs and IT tools. Contributed to the design and standardize S&OP in the region.

**Pernod Ricard Venezuela C.A., Caracas, Venezuela** **2011 – 2015**  
**Operations Director (Country Manager)**

Directed activities in Venezuela for Pernod Ricard, which contributes to the effective managing, planning, sales, Strategic Direction, delegating, coordinating, staffing, and decision making to attain desirable profit making results for a multinational organization.

- Directed & drive to success the company in black figures +20MM\$ and setup/implemented a business continuity plan for the next 5 year in a country with aggravation environment.

- Managed negotiations of business risk maintaining long-term business continuity.
- Increasing profit 20% performing a tender process to select a new commercial Distributor nationwide. Including negotiation and 5 years contract signing.

### **Head of Supply Chain & Customer Service**

Managed Imports, Logistics, Customer Services, Production, Purchases, Demand Planning, and Legal departments. Oversaw strategic projects and international reporting & presentations to NY & Paris. Coach / Team transformation.

- Generated \$3MM savings developing a new 3PL logistics operator.
- Lowering 50% cost/case, consolidating the operation, optimizing: S&OP, inventory management, supply planning and inventory planning nationally.

### **Commercial Director (Domestic and Duty Free)**

Lead & motivated countrywide Sales, Trade Marketing and Business Support Team. Manage +300 headcount: 3 Distributors, direct Sales Force Team Duty Paid / Duty Free. Implemented sales & trade marketing country plan. Owner commercial operations team: P&L, A&P, A&D, and T&E. Development route to market for DP & DF. Promote innovation. Development and executed a pricing strategy. Manage Distributor performance by KPI.

- Generated +1 million 9LC sales in a FY in collaboration of a passionate motivated team.
- Organized RTM & categorized costumers by type. Guaranteed use of A&P and A&D accordingly to strategy. Incremented county sales in 10% using push & pull promotions.
- Increased +20% cash flow, decreasing account receivables from 30 days to 7 days in regular customer and 15 days to Key Accounts.

### **Market Intelligence Manager**

Support decision-making and strategy to Stakeholder Management. Relied upon by Sales to plan, design and analyze markets information (sales volumes, Nielsen, ISWR, analytics, pricing, market audits and statistical models). Owner of Commercial Team budget A&D, A&P and T&E. Development and execution a pricing strategy for each Region, KA, and channel.

- Categorized customer to focus 80-20 with same number of 9LC and more profits.
- Implemented a BI tool to give performance metrics visibility to the commercial & marketing team. Pricing, SOS, SOM, ND, WD, Shipment, Depletions, inventories.

**MGM CARGO C.A.**, Caracas, Venezuela

**2008 – 2011**

Retail Company Distribution of Massive Consumption (FGCG) and Liquors

#### **Business Development**

#### **Manager Sales and Distribution**

**Empresas Polar, Unit Pepsicola-Venezuela C.A.**, Caracas, Venezuela

**2002 – 2008**

Largest food and beverage conglomerate in Venezuela CPG Pepsi

#### **Demand Planning Specialist**

#### **Project Engineer | Production & Maintenance Planning**

### **EDUCATION**

#### **Leadership Top Management Education**

INSEAD (New York – USA, Bogota – Colombia).

**Master Business (Project Manager)** PMO GPA: 5/5 Graduated with Honors

UNIVERSITY SIMON BOLÍVAR POSTGRADUATE, Caracas, Venezuela

#### **Materials Engineer**

UNIVERSITY SIMON BOLIVAR, Caracas, Venezuela