MAURICIO ZAVALA ARIZPE

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JOB EXPERIENCE

Foodology (12/2021 – Present) - [Startup that creates and operates virtual restaurant brands in Mexico, Colombia, Peru and Brazil]
Regional General Manager

Regional P&L. Lead the region team (Headcount: 11 corp., 95 operation level). Operation and KPI responsible of: Sales (Increase 15% MoM), Marketing, Quality, Operations, Administration, Supply, Growth strategy and development (11 dark kitchens and 15 brands), Training and H.R. Weekly presentations of Unit Economics and sales results with CEO.

Rappi (06/2021 – 12/2021)
City Manager

Responsible of critical City KPIs, define the strategy along with the different vertical teams; Close and launch local heroes exclusivities (restaurants); Restaurant densification strategy and implementation; Growth strategy for new users and prime users; Operations service strategy - maintaining and adding new distributors; Increase conversion rate throughout the city; and Deliver executive presentations to Mexico´s CEO.

Ragasa (09/2020 – 06/2021)
Continuous Improvement Leader

Lead and execute strategic projects in the organization. Advice directors, managers and leaders in project design and implementation. Deliver executive presentations and key indicators to directors and managers. Achieve along with the assigned department the annual productivity goals (500 KUSD).

Sintec Consulting (09/2019 – 08/2020) - [Business consulting in companies]
Operations and Commercial Consultant

Diagnosis, design and analysis of solutions, and project implementation for operational and commercial areas. Deacero (Steelworks) - Distribution Excellence - Monterrey, Nuevo León & Celaya, Guanajuato
- Business diagnosis, sales ABC behavior simulation, new warehouse layout design, IT WMS tool proposition and development. **Productivity increase 11% & Product traceability increase 100%.**

AlEn (Chemical products) - Warehouse Productivity - Monterrey, Nuevo León
- Business diagnosis, operational workload analysis and restructure proposition, sales ABC behavior analysis, optimal layout simulation, new layout design and implementation. **Productivity increase 26%**.

Linde PLC - Praxair México (12/2016 – 09/2019)
National Microbulk Coordinator (07/2019 – 10/2019)

Develop and implement the national strategy of the Microbulk business. Ensuring the profitability of the business, sales growth, and guaranteeing that the products and processes comply with national and regional regulations.

Black Belt – Innovation and Continuous Improvement (01/2018 -07/2019)

Employ a high degree of analysis to lead and execute strategic projects within the organization. Advice directors, managers and leaders in high impact projects and new processes. Evaluate the sustainable benefits and potential risks derived from each project. Along with the managers and leaders achieve the productivity goals ($2.5 MUSD yearly).

Productivity Trainee (12/2016 – 01/2018)

Support in project execution, idea contest manager, productivity platform manager, and productivity monthly reports.

EDUCATION

- **Fullstack Coding Bootcamp (+1,500 coding hours)** | CodeStack Academy. California, USA (06/2022 – 12/2023)
- **Black Belt and Lean Certification (Six Sigma Lean)** | EGADE Business School. Mty, MX (09/2018 – 01/2019)
- **Master's in Information Technologies Management** | Tec Milenio. Campus Mty, MX (01/2018 – 08/2019)
- **B.S. Innovation and Development Engineering** | Instituto Tecnológico de Monterrey. Campus Mty, MX (08/2012 – 12/2016)
- **Business applied to Engineering Diploma** | Fudan University. Shanghai, China (08/2015 – 12/2015)
- **Challenge Breakers** | Aalto University. Helsinki, Finland (05/2015 – 07/2015)

Extracurricular

- Munchin Donuts – Franchise investor
- Project approval in Startup México - VPBand
- Social Entrepreneurs BC
- Innovation Turbocharger OC
- CIE – Strategic Innovation Certification (at Linde)

Tools & Methodologies

- Advanced Excel and Power Point
- Advanced Innovation and Continuous Improvement Methodologies: Design Thinking, Business Model Canvas, Lean StartUp, Patent Searching Machines Lean and Six Sigma
- Proficient SQL; Intermediate Minitab & Power BI

Language Skills

- Advanced English
- Native Language Spanish