

# Gera Flores Sempertegui

INDUSTRIAL ENGINEER MBA · SENIOR DATA & AI EXECUTIVE · ANALYTICS LEADER · DIGITAL STRATEGY

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## Summary

Senior executive with over 12 years of experience leading advanced analytics, artificial intelligence, and commercial strategy areas in multinational companies. Industrial engineer with an MBA specialized in developing data-driven solutions with high impact on revenue, efficiency, and digital transformation. I have led LATAM level teams, driving a data-driven culture with strategic vision. Recognized for analytical thinking and ability to scale operations.

## Experience

### Data & Analytics Manager

MEDIALABTECH

📅 2024

📍 Lima, Peru

- Led advanced analytics and machine learning strategic projects across LATAM for Mondelez International.
- Implemented predictive models in Google Cloud, improving commercial decision-making and regional segmentation.
- Managed integration and harmonization of commercial and marketing sources in strategic dashboards across LATAM.
- Promoted data driven practices, enhancing analytical maturity and regional governance structure.

### Head of Operations

FALABELLA

📅 2021–2024

📍 Lima, Peru

- Led a team of 30 people responsible for logistics, analytics, finance, and commercial support for clients and sellers.
- Standardized and optimized operational processes in Falabella, Tottus, Sodimac and Linio, improving efficiency up to 30%.
- Developed customer experience initiatives, increasing CSAT by 15% and NPS by 20% with data-based strategies.
- Designed, executed, and managed the recovery of S/. 8 million in receivables using data driven solutions.
- Managed budgets, expense control, accounting transactions, and the P&L, ensuring growth and profitability.

### Logistics Performance Manager

PEDIDOSYA

📅 2021

📍 Lima, Peru

- Led a team of 5 people in charge of operational excellence and support to clients, partners, and couriers.
- Developed models that reduced delivery times by up to 30% and optimized resource use by 20%.
- Implemented data driven strategies for logistics expansion, increasing coverage by 25%.
- Increased on-time deliveries by 30% through demand prediction, service zone, and route optimization.

### Growth Marketing Lead

GLOVO

📅 2020–2021

📍 Lima, Peru

- Led a cross-functional team in charge of commercial partnerships, customer acquisition and retention, and churn analysis.
- Managed strategic partnerships to boost market visibility and reach, driving 30% expansion.
- Improved UX by optimizing the customer journey, increasing user engagement by 25% and conversion by 15%.

### Analytics Lead

GLOVO

📅 2018–2019

📍 Lima, Peru

- Led a data driven team to propose projects, standardize processes, and develop tools across the company.
- Led projects on fraud detection, data monetization, and partner development, increasing revenue by 20%.

### Experiencia adicional

DIVERSAS EMPRESAS

📅 2013–2018

📍 Lima, Peru

- Business consultant for small and medium enterprises (SMEs) and professor for undergraduate and graduate students.
- In customer experience, finance, and logistics areas at companies like ENTEL, GOODYEAR, FLSMIDTH, and METSO.

## Education

### Master in Business Administration

CENTRUM CATOLICA

📅 2018

📍 Lima, Peru

### Global Business Administration

MAASTRICHT UNIVERSITY

UNIVERSITY OF VICTORIA

📅 2018

📍 Maastricht, Netherlands

📍 Victoria, B.C., Canada

### Industrial Engineer

PONTIFICIA UNIVERSIDAD CATOLICA DEL PERU

📅 2014

📍 Lima, Peru

## Certifications

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- **Google Data Analytics** | Google | 2021
- **Google Project Management** | Google | 2021
- **Deep Learning Specialization** | DeepLearning.AI | 2020
- **Data Management and Analytics** | Centrum Católica | 2016

## Featured projects

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### **Improved management of accounting closures and accounts receivable/payable**

Led, managed, and improved visibility of Accounts Receivable and Payable using analytical tools.

- Uncollectibles reduced by 90%, S/. 8 million recovered, and vendor accounting management improved.

### **Efficient expense control and impact on P&L results**

Developed tools and forecasts and led process improvement projects for operational expense control.

- Reduced operational expenses by up to 60% and created control points in related processes.

### **Supply chain planning and transport optimization**

Developed logistics management improvements through analysis and optimization of logistics variables.

- Reduced logistics errors by 30% and improved outcomes by 20% through better transport cube utilization.

### **Migration of Linio and Falabella Marketplace to Falabella.com**

Managed and supported the migration of sellers and information during the digital transformation to Falabella.com.

- Reduced operational times by up to 90% and recovered and reactivated key commercial accounts.

### **New product introductions based on customer behavior**

Conducted customer behavior study based on past purchases and preferences as a growth driver.

- Increased orders per customer by 30%, average ticket by 15%, and facilitated the launch of new brands.

## Hard skills

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- **Languages:** English, Spanish, Portuguese
- **Project management:** Agile methodologies, Scrum, Kanban
- **Financial management:** P&L management, financial and budget analysis, cost control
- **Strategic and operational management:** Change management, digital transformation, supply chain optimization
- **Commercial & Marketing:** Commercial & marketing strategies, vendor management, market analysis
- **Data analysis / Machine Learning:** SQL, Python (pandas, numpy, scikit-learn, TensorFlow), R (tidyverse, shiny)
- **Visualization of data / IDEs:** Looker, Tableau, Power BI, Visual Studio Code, RStudio, Colab, Jupyter Notebooks
- **Collaborative tools / CRM / ERP:** Google Docs, Trello, Asana, Slack, Teams, Salesforce, Jira, SAP, Oracle
- **Cloud / Others:** Google Cloud, Amazon Web Services, Microsoft Azure, Docker, Kubernetes, Airflow, Git, Spark, Regex, DAX

## Soft skills

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- **Leadership:** Strong ability to inspire and motivate teams toward common goals.
- **Communication:** Excellent interpersonal communication skills, fostering collaboration.
- **Problem solving:** Analytical approach to efficiently identify and resolve complex problems.
- **Mentoring & training:** Teaching and mentoring experience, promoting personal and professional growth.
- **Time management:** Ability to prioritize tasks and manage multiple projects under pressure.

## Interests

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- I share educational content on data and analytics with a community of over 80k followers on social media.
- I'm always positive and optimistic, and I love spreading good energy to those around me.
- I actively support Diversity, Equity & Inclusion (DEI) causes at work and in my community through inclusive leadership.
- I love to travel and explore new cultures, I've had the opportunity to visit 27 countries and live abroad
- I'm passionate about history and enjoy learning about historical events, ancient civilizations, and visiting museums.