

# ALEJANDRO CERDA ZERTUCHE

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Date of Birth: June 27 1989

## EDUCATION

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<b>Tecnológico de Monterrey, Campus Monterrey</b>	Business Informatics Engineering	December 2013
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## EXPERIENCE

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<b>TASK Consultores - Recruitment Consultant; Monterrey, Nuevo Leon</b> <i>Recruitment Specialists</i>	Sep 2017 - Present
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- Identifying, interviewing and screening candidates
- Briefing candidates on potential job opportunities and guiding them through the process
- Review all applications, reading carefully and evaluating presented qualifications.
- Coordinate compensation packages with candidates
- Arrange interviews between candidates and key staff within the client company
- Use key tools for finding the right candidates using websites such as LinkedIn, Inhouse Database and referenced people

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<b>PEPSICO - Collaborative Planning, Forecasting and Replenishment; Monterrey, NL</b> <i>Food and Snacks</i>	Apr 2015 - Jul 2017
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- Provide analysis for Customer team management to support the business planning and execution process through accurate forecasting
- Plan and execute the S&OP for Gamesa, Maizoro and Quaker Oats
- Take data of Soriana's Portal to create sales intelligence and create a forecast for the Commercial team
- Communicate item forecast issues with Customer Replenishment
- Elaborate weekly and monthly scorecards to keep track of instock, out of stock and weekly/monthly sales
- Replenish stores that are out of stock
- Ensure that weekly "shots" arrive to Soriana's distribution centers
- Coordinate with trade marketing to measure and maintain optimal execution of activities at the point-of-sale inventory level.

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<b>TECNOR – Satellite Services Engineer; Monterrey, NL</b> <i>Telecommunications</i>	May 2013 - Apr 2015
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- Provide technical support for hardware and software systems used to communicate with a satellite
- Participate in public tenders for Pemex to provide satellite telecommunication
- Create a platform for tracking assets called Tecnor Track U

## ACADEMIC PROJECTS

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<b>Consulting Management - Client: Tec de Monterrey</b>	December 2012
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- Publication of a case by Tecnológico de Monterrey International Business Cases

## ADDITIONAL INFORMATION

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**Computer Skills:** MS Word, Excel, PowerPoint, Access, Python (beginner)

**Languages:** Fluent in Spanish and English

**Married**