

# Antonio Gonzalez Hernandez

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## SUMMARY

Dynamic and results-oriented Supply Chain and Production Planning Leader with extensive experience in global manufacturing environments. Expertise in end-to-end planning, business intelligence, and data analytics. Proven track record in leading strategic production optimizations, implementing advanced ERP systems (SAP), and leveraging Power BI for transformative insights. Committed to continuous improvement and leveraging technology to drive business decisions and efficiency.

## TECHNICAL SKILLS

Power BI, DAX, M, SQL, Fiori, SAP, CDS, Sharepoint, Office 365, MS Visio, MS Project, Azure, Python, R.

## SOFT SKILLS

Leadership, effective problem solving and decision-making, data analytics, project management, collaboration, delegation.

## LANGUAGES

Spanish and English.

## PROFESSIONAL EXPERIENCE

### Covercraft Industries, LLC

#### Director of Production Planning and Analysis

Nov 2022 - Present

Lead the production scheduling team, implementing production release programs that optimize inventory, maximize production efficiency, maximize OTD (On-Time-Delivery) and minimize OTS (Order-To-Ship) times. Manage End-to-End Planning by translating high-level forecasts into comprehensive production plans, ensuring seamless alignment from raw materials to finished goods.

- Lead a dynamic production scheduling team, optimizing inventory and maximizing production efficiency across multiple plants in the US, Mexico and China.
- Explode high-level forecasts into detailed views tailored for different planning activities, including plant capacity planning or final product purchasing strategies.
- Automate and improve production scheduling optimization for OTD (On-Time-Delivery) and OTS (Order-To-Ship) metrics, by using SQL, Power BI and DAX.
- Spearhead the operational implementation of SAP as the Production Planning Business Process Owner. With a deep understanding of internal processes, the Fiori and GUI user experience, SAP functionality, and CDS tables, I streamline SAP data integration with Azure.
- Develop complex and powerful data models by leveraging SQL and DAX, using advanced measures and calculations boosting our analytical reporting capabilities and leading the creation of advanced Power BI reports that deliver comprehensive insights into operational effectiveness and efficiency.
- Develop, maintain, and enhance essential organizational reports and automated emails to monitor various metrics and operational processes. This includes tracking open sales orders fulfillment status, delays, blocks and necessary actions, as well as managing reports on On-Time Delivery (OTD) and Order-To-Ship (OTS) times, trend analysis in lead times and demand, production schedules and history, lot optimization, COGI error tracking, incomplete shipments, inventory levels, master data exceptions, daily performance scorecards, and executive sales summaries.
- Revitalized inventory management by implementing strategic inventory policies to optimize capital utilization.
- Implemented strategic capacity planning initiatives, conducting weekly reviews with Plant Managers and site leaders to align production schedules with demand forecasts and changes, ensuring the production scheduling team exceeds performance and accountability standards.

#### Director of Purchasing, Asia Pacific

Jan 2017 - Nov 2022

Led production management in China for distribution to the US and Australia, overseeing the entire supply chain from material sourcing to logistics. Spearheaded the integration and analysis of multiple ERP systems through the development of Power BI reports, transforming the company's data culture and significantly improving report accuracy and data connectivity. Developed a comprehensive SIOP roadmap, standardizing product groupings and implementing annual operating plans that enhanced

cross-departmental collaboration and operational efficiency, leading to improved key performance indicators across multiple global sites.

- Managed end-to-end production processes in China for international distribution, focusing on inventory optimization, quality and cost-efficiency.
- Developed and led a company-wide SIOP roadmap, facilitating monthly cross-departmental reviews to assess key operational and financial indicators, with a focus on OTS (Order-To-Ship) and OTD (On-Time Delivery), streamlining processes and improving delivery metrics.
- Standardized product classifications optimized for the SIOP roadmap and aligned annual operating plans, including capacity and inventory plans across 9 locations in the US, Mexico, and China.
- As a Core member of the Data Analytics team, led the integration and analysis of multiple ERP systems by identifying key tables in diverse ERP databases, writing views in Azure, and enhancing data connectivity and automation through the development and maintenance of a data gateway.
- Designed and implemented Power BI datasets and reports to support daily operational processes and strategic decisions during mergers, acquisitions, and divestitures to private equity firms, showcasing agility and strategic insight.

## **ADCO Products, Inc**

### **Supply Chain Director**

**Los Angeles, CA | Sep 2013 - Jan 2017**

Oversaw comprehensive supply chain operations, orchestrating demand forecasting, production planning, and inventory management for manufacturing operations in China while maintaining inventory oversight in Los Angeles. Led vendor relations, including frequent site inspections and price negotiations, by leveraging detailed cost analyses. Instrumental in integrating advanced data analytics into the supply chain process through the implementation of Power BI, significantly enhancing organizational decision-making and efficiency. Fostered cross-functional collaboration with Sales and Marketing to develop new programs and optimized purchasing plans for peak sale seasons, effectively aligning production capabilities with market demand.

- Utilized comprehensive Bills of Materials and cost data analysis as negotiation tools, achieving favorable pricing agreements and strengthening supplier relationships.
- Established a robust social compliance and QC inspection process with well-defined testing plan and acceptance and rejection criteria, significantly enhancing product quality and compliance.
- Strategically expanded the supplier network to improve price negotiations, increase operational flexibility, and establish redundancy in the supply chain.
- Worked closely with Sales and Marketing to design, quote, and price new programs, ensuring competitive offerings and market responsiveness.
- Lead Power BI adoption for production and sales reporting, transforming data analytics practices and providing deeper insights into operational performance and sales trends.

## **Beverly Bay S de RL de CV**

### **Supply Chain Manager**

**Shanghai, China | Jun 2012 - Sep 2013**

Lead manufacturing source change for outdoor protective products and played a key role in a brand divestiture process. Managed product sourcing and enhanced production flexibility, minimizing supply disruptions across product portfolio.

- Coordinated the strategic relocation of equipment and assets, secured new material sourcing partnerships, and efficiently managed the production ramp-up to meet demand without compromising product availability or portfolio diversity.
- Lead the operations handover and played a crucial role in the divestiture process of a brand and product line that was misaligned with the company's core portfolio, unlocking shareholder value while enhancing production flexibility and capacity.
- Oversaw the ramp-up of production activities at the new manufacturing site, implementing best practices to achieve optimal production rates swiftly, thereby minimizing supply chain disruptions.
- Established robust partnerships for material sourcing, ensuring quality and availability aligned with production needs during and post-transition.

## **Agile Brands Ltd**

### **Planning Manager**

**Ningbo, China | Dec 2011 - Jun 2012**

Developed comprehensive production capacity plans for backpacks and outdoor protective covers, including necessary headcount assessments. Formulated detailed production schedules, managed production schedules for three plants, and collaborated with raw material buyers to accommodate plan adjustments in response to demand changes.

**Hutchison Ports, Lazaro Cardenas Terminal**

**Operations Planning Coordinator**

**Lazaro Cardenas, Mexico | Apr 2011 - Oct 2011**

Oversaw coordination across marine, railway, and truck planning areas. Enhanced operational efficiencies by revising loading/unloading plans, optimizing floor layout plans, and improving vessel/berth scheduling, among other logistics processes.

**Process Improvement Supervisor**

**Jan 2011 - Apr 2011**

Streamlined flatbed vehicle utilization by reducing idle time and optimizing fuel stops and assignments, employing prioritization algorithms to maximize efficiency and minimize operational costs.

**EDUCATION**

Master in Engineering with Specialization in Quality Systems and Productivity  
Tecnologico de Monterrey

May 2015

B.S. Industrial and Systems Engineering  
Tecnologico de Monterrey

Dec 2010

**LICENSES AND CERTIFICATIONS**

ISO 9001 Lead Auditor  
Tecnologico de Monterrey

May 2011-2013

Six Sigma Green Belt  
Arizona State University

Dec 2010