

# Alfonso Cabello

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## EDUCATION

**McGill University**, Desautels Faculty of Management

Montreal, Canada

*Master of Management in Analytics*

Aug 2020 – June 2021

- Scotiabank Fellowship Award

*Analytics Consulting Project with Rogers Telecommunications, UX/UI Consultant*

Oct 2020 – Present

- Create, develop, and implement a PowerBI dashboard which shows KPIs by customer demographic, location etc. to support optimal pricing decision making on pricing and marketing spend

## Tecnologico de Monterrey

*Bachelor of Chemical Engineering, Concentration in Sustainable Processes*

Aug 2011 – May 2016

- Academic Achievement Scholarship, Outstanding Achievement Award (Arts and Students Groups)

## TECHNICAL SKILLS

- PowerBI, Python, R, SQL, DAX

## PROFESSIONAL EXPERIENCE

**Unifin Financial**

Monterrey, Mexico

*Business Intelligence and Sales Strategy Manager*

July 2017– Oct 2020

- Researched, designed and implemented a data safety strategy on PowerBI which enabled broad sharing of KPI data among decision makers while protecting data integrity; realized savings of \$12,000 US/year
- Analyzed existing customer data base and identified missing customer data; consulted stakeholders to gather input, crafted & executed strategies that improved data accuracy & completeness from 60% to 89%

## London Consulting Group

*Business Management Consultant*

May 2016 – July 2017

- Evaluated & negotiated commercial agreements with suppliers; reduced cost of materials by 10%
- Surveyed customer's service providers, determined concerns and areas of improvement, and addressed these in commercial contracts; strengthened partner relationship, boosted satisfaction levels by 51% while maintaining service level agreements
- Assessed client's logistics practices, implemented 5S methodology and structured cycle counts across four warehouses resulting in 18% improvement inventory reliability
- Reviewed workflow at Tech client location, identified material waste, and developed a model that optimized planning and programming of production orders; reduced waste and improved 30 days customer deliveries
- Identified and analyzed core business process, recommended and implemented four KPI tools that enabled data-driven decision making

## LEADERSHIP AND EXTRACURRICULAR

**SHOWBIZ: Arts and Culture Festival - Tecnologico de Monterrey**

Monterrey, Mexico

*General Director*

Nov 2015 – Apr 2016

- Planned, organized, launched and ran arts festival attended by 100+ students
- Sourced and persuaded industry professionals from *Wicked Mexico* and *Cirque Du Soleil Joya* to offer masterclasses related to theater, singing and dancing; raised festival profile making it an annual event

## Arts and Culture Organization

*President*

Aug 2015 – May 2016

- Negotiated donation of 300 tickets from producers of *Shrek: The Musical* by Tec de Monterrey; ticket resale raised 100,000 Mexican Pesos in support of merit base art scholarships to four students.

## SKILLS AND INTERESTS

**Languages:** English (fluent), Spanish (fluent), French (basic)

**Interests:** Entrepreneurship, E-commerce, Swimming, Hiking,