

JOSÉ IGNACIO CONEJERO

Supply Chain Head

Business Administration Major & Magister in Marketing and international businesses. Apics CPIM, Project Manager.

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Experience

MAD SUPPLY CONSULTING

Founder

Hybrid (Argentina)
October 2023 – Present

- LETIS Project (Consultat to General Manager)
 - Designed the restructuring process for regionalization of the company
- SGS Project (Logistics & Procurement Director)
 - Designed and Implemented the redesign of the procurement process according to each BU special needs.
 - Achieved a 25% cost cut on Y1 of the project

PHILIP MORRIS INTERNATIONAL

Southern Cone Customer Service Head

Hybrid (Argentina)
October 2021 – September 2023

- Responsible for Operations in Argentina, Paraguay, Uruguay, Chile, Bolivia
- Led the AR & Regional Distribution Center for the adoption of “Open+” methodology implementation generating productivities of 12.5 M USD at Dcs on a regional level.
- Led the launch of the customer collaboration team with deep integration into commercial activities.
- Led the reduction of FP DoI from 45 to 15 generating a 75M USD reduction in P&L.
- Led the generation of productivities projects for a total amount of 58.5M USD.
- Led the cultural transformation from S&OP WoW to IBP methodology.
- In the context of SIRAs situation led the nationalization of 75% of imported materials.

BAYER

AR Supply Chain Head

Hybrid (Argentina)
July 2019 – October 2021

- Led the Supply & Demand Planning teams, Material Management, ComEx, Order to Cash teams, and the Material Warehouse & Distribution Centre units.
- Responsible for Operations in 2 productive Plants in Argentina
- Ensured alignment between production plans and LATAM Demand forecasts, execution of release plans for RM and FP in site.
- Ensure dispatch of FP for optimum supply to our Latam Customers.
- Led the process for on-site 4PL replacement.
- Achieved the Order 2 Cash and ComEx department integration.
- Achieved a 2,5MM Eur reduction of RM during Pandemic releasing cash flow.

WORLD COURIER

Commercial & Business Development Manager

On-site (Argentina)
August 2017 – July 2019

- Led the introduction of the company in the food industry for temperature-controlled shipments.
- Generated a 32% increase in quantity of shipments thru tier 2 customers.
- Won 2 tier 1 pharma tenders for control of operational activities for the customers.

GLAXOSMITHKLINE

Supply Planning Regional Manager

On-site (Argentina)
June 2013 – August 2017

- Responsible for design and implementation of Latam planning HUB.
- Responsible for SAP APO implementation from Manugistics.
- Achieved a CSL (Customer Service Level) of 98% at a regional level.
- Reduced purchasing minimum order quantities (MOQ) of the productive hubs for a total of £850K.
- Reduced days of stock at the markets from 80 to 65 days. Reducing £4.2MM at a regional level.
- Reduced 15 days of safety stock at a regional market level for a total of £3.5MM.
- Reduced Working Capital inventories at a regional market level from £60MM to £45MM.
- Coordinated the transference of a NY productive plant with no market availability impact.
- Reduced at a US hub level a 15% of materials stock YoY, achieving a financial recovery of 7,8%.
- Led the launch of 45 new products at a regional level.

PERNOD RICARD AR

Demand Planning Lead / Project Manager

On-site (Argentina)
September 2011 – June 2013

- Tailored and implemented the 18M rolling forecast process and the monthly S&OP process.
- Tailored and implemented the KPI Dashboard. Forecast Accuracy, MoC, OOS lighthouse, CSL, DIO.
- Generated automated tools for sales vs Forecast analysis and deviations, Devolutions, Stock levels and Forecast Accuracy per segment and channel.
- Developed and led the new product launch committee (28 products launched on time)
- Reduced SLOB inventories 50% at a FP level.
- Drove Forecast accuracy from 45% to 85%.
- improved CSL from 88% to 96,5%.
- Raw Material purchases reduced 18%.
- Rentability improved 4% thru the analysis of sales trends per product per segment.

NOVARTIS PHARMA AG

AR Demand & Supply Planner

On-site (Argentina)
February 2009 – September 2011

- Led Forecast Accuracy from a 98% to a 99,3%, and achieved a CSL of 99,7%
- Led the transfer of 25 originally imported products to local production (DJAi effect)

EASTMAN KODAK CO.

Regional Operations Responsible CARICAM, EC, PE, UR, BO

On-site (Argentina)
November 2007 – February 2009

- Implemented a Drop Shipment process for materials generating savings for 35% of the area's budget.
- Implemented 3M&6M purchasing forecasts with distributors.

BUNGE ARGENTINA

AR Demand & Supply Planner

On-site (Argentina)
December 2005 - November 2007

- Responsible for implementation and analysis of process results in logistical operational excellence system “LogEx”.
- Training and consulting for the operational team in Brazil and Argentina Plants with Accenture consulting team.

Leadership & Activities

ALEX COFFEE ROASTERS

Co-Founder & Angel Investor

Remote (Argentina)
April 2017 - Present

- Developed Brand identity for own stores & Franchises (Design of store layout, design of store furniture, design of store branding)
- Designed Coffee Blends

Skills & Interest

Technical: Data Analytics, Trello, Lean & Six Sigma,

Language: Spanish (Native), English (Native), Portuguese (Upper Intermediate), French (Basic understanding)

Industries/Interest: Pharma, Food, Travel, Technology & Services, AI, Sustainability.

Education

UNIVERSIDAD AUSTRAL ARGENTINA

Applicant for 2026 Supply Chain MBA

Buenos Aires Argentina
March 2026 - December 2028

PROJECT MANAGEMENT INSTITUTE

PMP Certification

Buenos Aires Argentina
March 2014 - December 2014

APICS CENTRE FOR SUPPLY CHAIN PROFESSIONALS

CPIM Certification

Buenos Aires Argentina
March 2012 - December 2012

UNIVERSIDAD CATOLICA ARGENTINA

Post Graduate in International Businesses

Buenos Aires Argentina
March 2010 - December 2010

UNIVERSIDAD ARGENTINA DE LA EMPRESA

Business Administration Major

Buenos Aires Argentina
February 2002 - June 2007