

ELIER LOYA MATA

OPERATIONS & OPTIMIZATION MANAGEMENT DIGITAL TRANSFORMATION | E-COMMERCE & LOGISTICS

INDUSTRIAL AND SYSTEMS ENGINEER

Industrial Engineer with over 10 years of experience in operations management and optimization, specializing in digital transformation and logistics management. I have led key transformations at companies such as Gofarma, Farmalisto, and Pepsico, focusing on the digitalization, automation, and scalability of complex processes. My ability to solve problems with efficient solutions and my self-learning capability allow me to drive business growth and prepare organizations for a more digital and efficient future. I am committed to applying these skills to maximize efficiency and success in every project I lead.

📍 [Monterrey, Mexico](#)

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SKILLS

Technical Skills

- Digital Transformation
- Process Optimization
- Automation
- AI Integration
- E-commerce
- Logistics Systems
- Supply Chain
- Storage Systems



Soft Skills

- Strategic Leadership
- Team Management
- Conflict Resolution
- Analytical Decision-Making
- Emotional Intelligence
- Problem Solving



LANGUAGES AND TOOLS

Spanish	<div><div></div></div>
English	<div><div></div></div>
Microsoft 365	<div><div></div></div>
Python	<div><div></div></div>
Google Ws	<div><div></div></div>
GIT	<div><div></div></div>
SAP	<div><div></div></div>

Basic: SQL, HTML, CSS, JS, Django,
MongoDB, Tableau, BI, AWS, GCloud

WORK EXPERIENCE

Operations Optimization and Digital Transformation Consultant

Freelance Consultant | 2024 - NOW, GLOBAL

- Lead and manage digital transformation and operational optimization projects focusing on automation and process optimization.
- Develop and implement strategic and lean solutions to enhance operational efficiency and performance.
- Provide consulting services, develop custom applications, AI solutions, and data extraction and analysis to support business objectives.

Marketplaces Sales Director

Farmalisto Mexico (Health-Tech Industry) | 2022–2024, CDMX, Mexico

- Directed the operations and online presence in marketplaces for the company, leading a talented team dedicated to enhancing customer experience and optimizing the value chain.

Key Achievements:

- Achieved a 50% reduction in claims, cancellations, and delays.
- Increased sales by 144% through targeted digital marketing strategies and SEO.
- Enhanced average ticket size and units sold by 58% through data-driven market analysis.

Chief Operations Officer & Co-Founder

Gofarma (Health-Tech Industry) | 2016–2024, Monterrey, Mexico

- Designed, implemented, and directed the company's operating model, collaborating with over 30 team members.
- Directed and supervised the development of operational modules for the Olimpo ERP system.
- Established and improved processes for storage, picking, packing, and last-mile delivery.

Key Achievements:

- Attained 99.8% inventory accuracy with a processing time of 2 minutes per order.
- Achieved competitive delivery times, optimizing local and national shipment efficiency.

Productivity Projects / Warehouse Coordinator

PepsiCo (Food Industry)

- Managed warehouse operations and implemented process improvements to increase quality and efficiency. Led a team of over 50 people.
- Implemented KPIs, managed projects to increase production capacity.

EDUCATION AND CERTIFICATIONS



Bachelor of Industrial and Systems Engineering
Tec de Monterrey (ITESM) | 2007 – 2012



Lean Six Sigma White Belt Certification
TBM Consulting Group | 2015



Scrum Master Certification
Universidad Tec Milenio | 2024