

# Gera Flores Sempertegui

INDUSTRIAL ENGINEER MBA | E-COMMERCE | MANAGEMENT | STRATEGY | OPERATIONS

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## 📌 Summary

Executive leader with over 10 years of experience in e-commerce, technology, and startups. Expert in management and commercial development, with outstanding strategic and strong technical skills. Prepared for senior management roles, capable of leading large teams, and committed to innovation and growth in dynamic environments. Recognized for having a goal-oriented approach, with a proven track record of high-impact project and initiatives.

## 📁 Experience

### Head of Operations

📅 2021–2024

FALABELLA.COM

📍 Lima, Peru

- Led a team of 30 people responsible for logistics, analytics, finance, and commercial support to customers and sellers.
- Standardized and optimized operational processes at Falabella, Tottus, Sodimac, and Linio, improving efficiency by 20%.
- Enhanced customer and seller experience, increasing CSAT by 15% and NPS by 20% with customer-centric strategies.
- Developed, executed, and managed the accounts receivable recovery strategy, recovering up to S/. 8 million.
- Managed budgets, expense control, accounting transactions and P&L results, ensuring growth and profitability.
- Led projects with product, project, commercial, and technology teams to ensure operational excellence.
- Led commercial initiatives and training for events like Cyber Days, achieving sales impacts of up to 15%.

### Logistics Performance Manager

📅 2021

PEDIDOSYA

📍 Lima, Peru

- Led a team of 5 people in charge of operational excellence and support for customers, partners, and couriers.
- Developed operational strategies, reducing delivery times by up to 30% and optimizing resources by 20%.
- Implemented strategies for the expansion of logistics operations in new cities, increasing coverage by 25%.
- Increased on-time deliveries by 30% through demand prediction, service area, and route optimization.
- Established and monitored 12 operational KPIs, achieving 95% compliance with established performance objectives.

### Growth Marketing Lead

📅 2020–2021

GLOVO

📍 Lima, Peru

- Led a cross-functional team in charge of commercial partnerships, customer acquisition and retention, and churn analysis.
- Executed data-driven promotions and recommendations, reducing churn by 20% and increasing acquisition by 25%.
- Managed strategic partnerships to improve market visibility and reach, driving expansion by 30%.
- Designed and executed targeted campaigns that boosted revenue by 20% and average ticket size by 10%.
- Improved UX by optimizing the customer journey, increasing user engagement by 25% and conversion by 15%.

### Analytics Lead

📅 2018–2019

GLOVO

📍 Lima, Peru

- Led a data-driven team to propose projects, standardize processes, and develop initiatives across the company.
- Led projects for fraud detection, data monetization, and partner development, increasing revenue by 20%.
- Designed and executed dynamic pricing strategies based on demand and distances, optimizing profitability by 20%.
- Designed solutions, predictive models, and automations using SQL, R, and Python, increasing efficiency by 40%.

### Additional experience

📅 2013–2018

VARIOUS COMPANIES

📍 Lima, Peru

- Consultant for small and medium-sized enterprises (SMEs) and lecturer for undergraduate and postgraduate students.
- Experience in customer experience, finance, and logistics at companies such as ENTEL, GOODYEAR, FLSMIDTH, and METSO.

## 🎓 Education

### Master in Business Administration

📅 2018

CENTRUM - PONTIFICIA UNIVERSIDAD CATOLICA DEL PERU

📍 Lima, Peru

### Global Business Management

📅 2018

MAASTRICHT UNIVERSITY

📍 Maastricht, Netherlands

UNIVERSITY OF VICTORIA

📍 Victoria, B.C., Canada

### Industrial Engineer

📅 2014

PONTIFICIA UNIVERSIDAD CATOLICA DEL PERU

📍 Lima, Peru

## Certifications

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- **Google Data Analytics** | Google | 2021
- **Google Project Management** | Google | 2021
- **Deep Learning Specialization** | DeepLearning.AI | 2020
- **Data Management and Analytics** | Centrum Católica | 2016

## Featured projects

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### **Improvements in accounting closures and management of accounts receivable and payable**

Led, managed, and enhanced the visibility of accounts receivable and payable using analytical tools.

- Reduced bad debts by 90%, recovered S/. 8 million, and improved the accounting management for sellers.

### **Efficiency in expenses control and impact on P&L results**

Developed tools and projections and led process improvement projects to control operational expenses.

- Reduced operational expenses up to 60% and established control points in related processes.

### **Optimization of supply chain planning and transportation**

Developed improvements in logistics management by studying and optimizing logistics variables.

- Reduced logistics errors by 30% and improved results by 20% by optimizing transportation cubic capacity.

### **Migration of Linio and Falabella Marketplace to Falabella.com**

Managed and supported the migration of sellers and information during the digital transformation project to Falabella.com.

- Optimized operational times up to 90% and recovered and activated important commercial accounts.

### **Introduction of new products based on customer behavior**

Conducted a customer behavior study based on previous purchases and preferences to drive growth.

- Increased orders per customer by 30%, average ticket size by 15%, and facilitated the introduction of new brands.

## Hard skills

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- **Languages:** English, Spanish, Portuguese
- **Project management:** Agile methodologies, Scrum, Kanban
- **Financial management:** P&L management, financial and budget analysis, cost control
- **Strategic and operational management:** Change management, digital transformation, supply chain optimization
- **Commercial and marketing management:** Commercial and marketing strategies, supplier management, market analysis
- **Data analysis / Machine Learning:** SQL, Python (pandas, numpy, scikit-learn, TensorFlow), R (tidyverse, shiny)
- **Data visualization / IDEs:** Looker, Tableau, Power BI, Visual Studio Code, RStudio, Colab, Jupyter Notebooks
- **Collaborative tools / CRM / ERP:** Google Docs, Trello, Asana, Slack, Teams, Salesforce, Jira, SAP, Oracle
- **Cloud / Others:** Google Cloud, Amazon Web Services, Microsoft Azure, Docker, Kubernetes, Airflow, Git, Spark, Regex, DAX

## Soft skills

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- **Leadership:** Extensive ability to inspire and motivate teams towards achieving common goals.
- **Communication:** Excellent interpersonal communication skills, facilitating collaboration.
- **Problem solving:** Analytical approach to identifying and efficiently resolving complex problems.
- **Mentoring and training:** Experience in teaching and mentoring, promoting professional and personal development.
- **Time management:** Ability to prioritize tasks and manage multiple projects under pressure.

## Interests

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- I always maintain a positive and optimistic attitude, and I love to share positive energy with those around me.
- I participate in Diversity, Equity, and Inclusion (DEI) causes at work and in the community through inclusive leadership.
- I love to travel and experience new cultures, having had the opportunity to visit 25 countries and live abroad.
- I typically walk a lot, averaging 10,000 steps daily for the past 18 months, and I maintain an active lifestyle.
- I am fascinated by history and enjoy learning about historical events, ancient civilizations, and visiting museums.