



Gera Flores Sempertegui

INDUSTRIAL ENGINEER MBA | E-COMMERCE | MANAGEMENT | TECHNOLOGY | DATA SCIENCE

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Executive leader with over 10 years of experience in e-commerce, technology, and startups. Expert in management and commercial operations with strong technical skills. Prepared for senior management roles, capable of leading large teams, and committed to innovation and growth in dynamic environments. Recognized as a data driven professional with high impact projects and initiatives.

Experience

Head of Operations

FALABELLA.COM

2021–

Lima, Peru

- Led a team of 30 people responsible for logistics, analytics, finance, and commercial support to clients 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.
- Led commercial initiatives and training for events like Cyber Days, achieving sales impacts of up to 15%.
- Designed, executed, and automated the accounts receivable recovery strategy, recovering up to S/. 8 million.
- Developed analytical solutions using SQL, R, Python and Google Cloud, reducing operational times and errors up to 50%.
- Created a data-centric culture, increasing productivity by 60% and decision-making accuracy by 30%.

Logistics Performance Manager

PEDIDOSYA

2021

Lima, Peru

- Led a team of 5 people responsible for operational excellence and support to customers, partners, and couriers.
- Developed operational strategies, reducing delivery times by up to 30% and optimizing resources by 20%.
- Designed solutions, predictive models, and automations using SQL, R, and Python, increasing efficiency by 40%.
- Implemented Machine Learning models to manage fleet availability, increasing revenue by 15%.
- Increased on-time deliveries by 30% through demand prediction, service area, and route optimization.

Growth Marketing Lead

GLOVO

2020–2021

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 a 30% expansion.
- Designed and executed specific 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

GLOVO

2018–2019

Lima, Peru

- Led a team of Data Analysts and Business Intelligence specialists to propose and develop analytical initiatives.
- Directed various data science projects, providing actionable data and increasing operational efficiency by 25%.
- 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%.

Additional experience: More than 5 years of experience as an independent consultant and teacher and I have worked in areas like customer experience, sales, finance, logistics and production in companies like Entel, Goodyear, FLSmidth and Metso. More details in [LinkedIn](#).

Education

Master in Business Administration

CENTRUM CATOLICA

2018

Lima, Peru

Global Business Management

MAASTRICHT UNIVERSITY

UNIVERSITY OF VICTORIA

2018

Maastricht, Netherlands

Victoria, B.C., Canada

Industrial Engineer

PONTIFICIA UNIVERSIDAD CATOLICA DEL PERU

2014

Lima, Peru



Certifications

- **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

Product size classification model

Developed a Machine Learning model using Python (TensorFlow) to classify product sizes.

- Reduced logistical errors by 30% and improved results by 20% by enhancing transport cubic capacity.

Automation of accounting closing process and recovery of accounts receivable and payable

Implemented the automation of Accounts Receivable and Payable using Google Cloud, SQL, and Python.

- Reduced uncollectibles by 90%, recovered S/. 8 million, and automated the accounting management for vendors.

Predictive model for orders demand

Designed a Machine Learning model using Python (TensorFlow) to forecast order demand.

- Optimized accuracy up to 95% and increased staff earnings by up to 20% due to improved efficiency.

Product recommendation systems for customers

Developed customer recommendation systems based on previous purchases and preferences using Python (TensorFlow).

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

Market basket analysis Machine Learning model

Created a market basket analysis model using Python to generate promotions in the supermarket vertical (mass consumption).

- Increased purchase frequency by 20%, ticket size by 10% and established many commercial partnerships with suppliers.



Hard skills

- **Languages:** English, Spanish, Portuguese
- **Data Science / Machine Learning:** SQL, Python (pandas, numpy, TensorFlow), R (tidyverse)
- **IDEs:** Visual Studio Code, RStudio, Google Colab, Jupyter Notebooks
- **Collaborative tools:** Google Docs, Trello, Asana, Slack, Teams
- **Visualization tools:** Looker, Tableau, Data Studio, Power BI
- **CRM / Support tools:** Salesforce, Freshdesk, Jira, Kustomer
- **Cloud computing:** Google Cloud, Amazon Web Services, Microsoft Azure
- **Others:** Docker, Git, Airflow, Spark, Regex, LaTeX, Markdown, Visual Basic, DAX
- **ERPs:** SAP, Oracle



Soft skills

- **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

- 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.