



# Laura Puentes

## Product Owner - E-commerce Coordinator / Supply Chain & International Logistics

As an Economist specialized in Logistics, I have assumed the roles of Product Owner and E-commerce coordinator, collaborating with multidisciplinary, high-performance teams with a focus on agile methodologies. My extensive experience encompasses the development and implementation of e-commerce projects, supply chain management initiatives, business performance monitoring, international logistics, international trade and data analysis.

I excel in fostering collaboration and innovation within teams. My leadership approach emphasizes the cultivation of strong partnerships aimed at delivering excellent results consistently.

## Experience

### Sep 2023 - Present

BLU Logistics Colombia SAS

#### Business Development Executive Air

- Drive acquisition of new clients for import and export endeavors, focusing particularly on traffic from the United States, Brazil, and Europe.
- Provide expert guidance to clients on import and export procedures, ensuring full compliance with relevant regulations.

### Jan 2021 - Sep 2023

Latin Logistics Colombia SAS - DEPRISA

#### E-commerce Coordinator / Product Owner

- Responsible for coordinating the development and execution of new Amazon requirements across multiple departments, including IT, operations, accounting, legal, and customer service.
- Provide support for IT developments related to the platform tailored for Amazon clients, aligning with business needs and customer requirements.
- Make informed decisions in line with policies, management strategies, and processes tailored to Amazon.
- Effectively communicate improvements, solutions, or issues regarding operations or systems to Amazon.
- Manage last-mile supplier relationships from Miami to Chile and Miami to Colombia, prioritizing the reduction of negative impacts on the customer promise for Amazon clients.
- Collaborate with various teams to streamline operations during peak seasons.
- Ensure the daily performance of the logistics operation for Amazon clients by maintaining the transportation volume of 10,000 packages daily.

### Apr 2019 - Dic 2020

DEPRISA - AVIANCA

#### Senior Sales Executive

- Manage the maintenance, monitoring, and coordination of the solution tailored for Amazon in Colombia and Chile.
- Acquire new clients and cultivate e-commerce ventures.
- Provide advisory services to clients regarding their import and export operations.
- Design customized solutions to meet clients' logistical requirements.
- Oversee negotiations, rates, volumes, and overall activity of client accounts.
- Expand international service offerings by developing new business lines.
- Coordinate with the IT, Logistics, Finance, Commercial, and Customer Service departments to address the specific requirements of e-commerce clients.

## Contact

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## Education

2006

### Logistics Specialist

Universidad Sergio Arboleda

2002

### Economist with Emphasis in Business Administration

Universidad Santo Tomas

## Expertise

- Solutions development.
- International trade
- Complex problem solver
- International logistics

## Skills

- Good communication
- Effective Time Management
- Leadership and Teamwork.

## Language

English (Professional Working)

Spanish (Native)

## Reference

### Stephanie Varon

Logistics Coordinator - Lalo Brands

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### Ana Maria Ramirez

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