

TITO E. CAMPOS

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PROFILE

Professional Business Developer with over 15 years of experience in the Food And Beverage industry, including Operations, Logistics, Sales, and Marketing. Strong Supply Chain Background

EXPERIENCE

Director Beverage Program, Botrista Inc. — 2023-Present

- Effective roll-out strategies to grow national brands into the Botrista Beverage Program.
- Curate menu proposals, identify gaps and develop proposals tailored to each brand.
- Develop Sales Dashboards for Brand CSD (cups sold daily) tracking.
- Account tracker dashboard.
- Develop training materials for restaurant execution.
- Train and develop account managers for specific brand requirements (procedures, operations, and growing + developing relationships with store managers).
- Inventory forecast and management for each account.

Brand and Business Director, Corporacion El Rosado (Guayaquil, Ecuador) — 2013-2023

- Improved profit margins by 10% while increasing customer satisfaction to 95% (GEM/SMG metrics)
- Directly trained and managed 5 brand supervisors while leading a total staff of 1000 team members.
- Managed a 5 brand portfolio: Red Lobster, Carl's Jr, Chilis, IHOP, and Olive Garden.
- Successfully developed and led a top-performing team in implementing production operations.
- Monitored employee productivity and optimized procedures to reduce costs.
- Introduced employee recognition programs that boosted staff retention, morale, and satisfaction.

Independent Business+ Supply Chain Consultant (Remote) — 2016-2023

- Demand Forecasting: Analyze historical data, market trends, and customer demand patterns to forecast future demand for products or services.
- Inventory Management: Monitor inventory levels, coordinate replenishment orders, and optimize inventory turnover to minimize stockouts and excess inventory.
- Supplier Management: Identify and evaluate potential suppliers, negotiate contracts, and manage relationships to ensure timely delivery of quality materials or services at competitive prices.
- Logistics Coordination: Arrange transportation, shipping, and distribution of goods, ensuring efficient and cost-effective movement throughout the supply chain.
- Warehouse Management: Oversee warehouse operations, including receiving, storage, picking, packing, and shipping of goods, while ensuring compliance with safety and quality standards.
- Supply Chain Planning: Develop and implement supply chain strategies, including production planning, capacity utilization, and resource allocation, to meet demand while optimizing costs and efficiency.
- Risk Management: Identify potential risks within the supply chain, such as supplier disruptions, transportation delays, or quality issues, and develop contingency plans to mitigate these risks.
- Performance Monitoring: Track key performance indicators (KPIs) such as on-time delivery, inventory turnover, and order fill rates to measure supply chain performance and identify areas for improvement.
- Continuous Improvement Initiatives: Identify process inefficiencies and implement improvement projects using methodologies such as Lean Six Sigma or Kaizen to optimize supply chain processes and reduce costs.
- Quality Assurance: Implement quality control measures throughout the supply chain to ensure compliance with product specifications, regulatory requirements and customer expectations.

Field Operations Supervisor, McDonald's (USA) — 2007-2013

- Designing and developing business plans for market research and trend analysis to help the company achieve its business goals and objectives
- Performing regular employee evaluation and appraisal to assist in performance improvement
- Motivating staff to achieve their set targets and operational goals
- Preparing and presenting sales reports to the management team regularly
- Managed the sales force and achieved monthly sales targets as set by the leadership team
- Generated and provided sales reports to the management team regularly and explained the sales trends and any shortfall

EDUCATION

Monterrey Institute of Technology — Master's Industrial Engineering, Productivity and Total Quality Management (TQM), 2018

Northwest Florida State College, — Bachelor's Applied Science in Project Management, 2012

Institute of Supply Chain Management — Supply Chain Specialist, 2012 — Degree, Year

SKILLS

Business Development • Market Research • Supply Chain Management •

DDMRP • TOC • WMS • ERP expertise.

Languages: Spanish (Native), English (100%)

COURSES AND CERTIFICATES

Marketing analytics: Marketing measurement strategy, University of

California, Berkeley (2016)