

CURRICULUM VITAE

PERSONAL DATA

Name:	Verónica Mendoza Vergara
Place & date of birth:	Tijuana (Mexico) - 20 / 10 / 1973
Nationality:	Mexican
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EDUCATION

MASTER:

Master in Businesses Administration (Marketing Specialization)
Instituto Tecnológico de Estudios Superiores de Monterrey

UNIVERSITY:

International Businesses & Customs Bachelor
Universidad Iberoamericana (Mexico)
Economic-Administrative 1993-1997

OTHER KNOWLEDGE

IT KNOWLEDGE:

Applications: MS (Win9X/NT, Word, Excel, Power Point, Access, Explorer).
Procurement Applications (SAP & other in-house tools like, PTS tools suite, etc.). Other Applications (Lotus Notes, Main Frame system, In-house Software).

LANGUAGE SKILLS: Spanish (fluent), English (fluent), German (good)

PROFESSIONAL EXPERIENCE

04/2009-Till today

Company / Sector: ALSTOM Switzerland – Thermal Systems – Strategic Planning
Position: **Strategy Manager**

Responsibility: Owner of the balanced scorecard (BSC), Country Action Plan (CAP) and

Three Year Plan (TYP) processes. Responsible for the development and implementation in The business as well as for the continuous update of the different processes in order to adapt these to the businesses objectives. Develop external trend/information reporting which reflects internal/external conditions and trends, and appraise the effects of the economy and competitors on the business opportunities, responsible for the coordination of different sources of information to strategic planning, close relationship to all Unit General Mgrs. in the different regions to obtain all useful information to formulate the business strategy. Use of KPI's & Business intelligence to measure performance and to develop the appropriate KPI's.

03/2007 – 04/2009:

Company / Sector: ALSTOM Switzerland – Plant Operations Strategy & Marketing (Baden).

Position: **Strategy Manager**

Responsibility: Owner of the balanced scorecard (BSC), Country Action Plan (CAP) and the Three Year Plan (TYP) processes. Responsible for the development and implementation in the business as well as for the continuous update of the different processes in order to adapt these to the businesses objectives. Develop external trend/information reporting which reflects internal/external conditions and trends, and appraise the effects of the economy and competitors on the business opportunities. Link between business & Headquarters, responsible for the coordination of different sources of information to strategic planning, close relationship to all Unit General Mgrs. in the different regions to obtain all useful information to formulate the business strategy Use of KPI's & Business Intelligence to measure performance and to develop the appropriate KPI's.

03/2004 – 02/2007:

Company / Sector: ALSTOM Switzerland - Plant Operations – Procurement & Logistic (Baden).

Position: **Project Manager Procurement & Logistic**

Responsibility: Leader of the Procurement and Logistics Team within a given project and fully responsible for the fulfilment of the targets / commitments in terms of Budget, Quality, on-time Delivery of the material and services in the assigned project. In charge of proper hand over from Tendering to Execution and full coordination of Procurement, Supplier Monitoring, Material Logistic & Transport activities as well as Site hand over.

01/2003 – 02/2004:

Company / Sector: ALSTOM Switzerland - Plant Operations – Procurement & Logistic (Baden)

Position: **Materials Manager**

Responsibility: Supplier Monitoring and follow up of purchase orders for a given project and responsible to assure Quality and expedite on-time Delivery of the material including coordination of the field expediting and inspection activities.

10/2001 – 12/2002 :

Company / Sector: ALSTOM Switzerland – Plant Operations – Procurement & Logistic (Baden)

Position: **Material Logistic Engineer**

Responsibility: Material Logistic and transport coordination of Supplier for a given project and responsible to ensure all necessary transport documentation and logistic activities

during Delivery of the material.

04/2000 – 09/2001 :

Company / Sector: ALSTOM Switzerland – Plant Operations – Construction (Mexico).

Position: **Site Material Handling Manager**

Responsibility: Warehouse management including logistics, material reception, storage supervision and material delivery to site as well as customs documentation and temporary imports. Expert on Customs, transport and Customs Broker issues.

07/1997 – 12/1999 :

Company / Sector: Fidel Gutierrez Customs Forwarder (Mexico).

Position: **Customs Dispatch import-export Coordinator & Legal Representative.**

Responsibility: Client's assistance and professional advice regarding International Commerce Issues, supervision of all import & export documentation issued by the broker, Shipment tracing and NAFTA Qualification Program. Handled also different issues regarding government in order to obtain different permits for our clients. I had also the responsibility to increase the portfolio of Clients in different commercial Sectors.

05/1995 – 11/1996 :

Company / Sector: Mexican Customs (Government).

Position: **Special Services Coordinator.**

Responsibility:

Supervision of Import-Export, Small Import and Operations activities mainly verifying & supervising all merchandise consigned to inspection to be imported or exported into the Country, as well as being an advisor to contributors.

ADDITIONAL TRAINING

- International customs law, Harmonized Tariff, NAFTA, Customs Dispatch,
- All about temporary Imports, Regional Value Content
- International Sales, International Commerce
- International Investments Law
- Importance of quality in the service
- Transports & Logistics
- Six Sigma
- Commercial Awareness
- Power Speech
- Project Management Program

OTHERS

- Teacher at University of Las California's (Customs Dispatch)