Mariana Herrera

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Monterrey, México
Able to work PT, MT, and CT time zones

Industrial Engineer with 8+ years of experience in strategic alignment, process management, and data analysis within Talent Acquisition and Operations.

📊 Proficient in using data tools like Tableau, Power BI, Databricks, and Looker Studio.
➡️ Strong ability to manage and simplify complex operations end-to-end.
🎯 Expert in strategic alignment methodologies like OKRs and Total Alignment.
🟥 Highly experienced in Project Management and Data Analytics, with certification in Design Thinking.

KEY SKILLS / HIGHLIGHTS

- **Operational Efficiency:** Standardized all Talent Acquisition operations at BairesDev, breaking down complex processes and designing simpler, cleaner systems that scaled across global teams.
- **Continuous Improvement:** Implemented a continuous improvement cycle by defining audits and setting automatic measurable control points to seek opportunities and define improvement action items.
- **Strategic Alignment:** Implemented methodologies like OKRs and Total Alignment to connect day-to-day work with high-level goals. Translated abstract strategy into clear, actionable roadmaps.
- **Project Management:** Led the implementation of tools like WhatsApp and Chatbot to enhance candidate experience and automate workflows.
- **Reporting & Analysis:** Built Tableau, Power BI, Databricks, and Looker Studio dashboards to monitor strategic initiatives and performance KPIs. Automated and centralized over 50 metrics across 12 manufacturing plants for async visibility and better decision-making.
- **Documentation:** Revamped Confluence structure for intuitive and self-driven knowledge transfer.

WORK EXPERIENCE

PROCESS STRATEGY MANAGER - BairesDev, Remote   **Sep 2023 - Present**

- Led the Process Improvement, Quality, and Implementation teams within Talent Acquisition.
- Led the implementation of external tools such as WhatsApp and Chatbot to enhance the candidate experience and automate processes like interview confirmations.
- Rolled out internally developed tools, including the Talent Acquisition Service Desk and Talent Pro.
- Defined and implemented KPIs for each macro process within Talent Acquisition, ensuring alignment with the area's strategic objectives.
- Conducted continuous process analysis to identify improvement opportunities and generate action plans.
- Delivered weekly quality insights to foster a continuous improvement approach in our processes.
- Maintained up-to-date Confluence documentation by establishing a weekly process to ensure consistency in content, grammar, and structure.
- Significantly automated the auditing process by adopting an internally developed tool and creating a calibration system to ensure consistent evaluation among auditors.
- Continuously updated and improved existing audits and developed new ones to meet evolving needs.

PROCESS STANDARDIZATION MANAGER - BairesDev, Remote   **Mar 2023 - Sep 2023**

- Standardized all 35 Talent Acquisition processes by structuring each process's steps, creating process maps in Miro, developing standardized documentation in Confluence, defining outcome KPIs, and establishing measurable and automatic control points for auditing.
- Consolidated and organized all Talent Acquisition processes into five main macro processes.
- Redesigned the Confluence documentation structure to enable self-driven and intuitive knowledge sharing.

PROCESS QUALITY MANAGER - BairesDev, Remote   **Mar 2022 - Mar 2023**

- Led a global team of 25+ to ensure high-quality process execution across multiple regions, establishing and monitoring quarterly OKRs to drive performance and alignment.
- Developed a new auditing process, enhancing quality control and improving auditor performance and productivity by 20%.
- Integrated quality data to identify and communicate process improvement opportunities.

PROCESS IMPROVEMENT SPECIALIST - BairesDev, Remote   **Dec 2021 - Mar 2022**

- Improved the Pre-Onboarding Process by implementing DocuSign and introducing a flexible pre-onboarding timeline, significantly reducing candidate withdrawal at this stage.
- Developed a new process to retain advanced candidates considering withdrawal.
- Created comprehensive documentation in Confluence for all HiringX processes, ensuring clarity and consistency.
- Designed and implemented audit procedures for newly created and updated processes.

STRATEGIC ALIGNMENT COORDINATOR - Deacero, Monterrey, MX   **Feb 2019 - Dec 2021**

- Coordinated strategic planning within Operations and oversaw the deployment of related guidelines and initiatives. Organized quarterly strategic planning and alignment sessions.
- Implemented the 'Total Alignment' methodology in the area for goal setting and performance management.
- Increased compliance with the production plan by 10% through the implementation of the 'Win the Week' process in collaboration with the COO and plant leaders.
- Automated and centralized over 50 KPIs to measure performance and results across 12 wire plants.
- Monitored the outcomes of strategic initiatives by creating Tableau dashboards.
- Prepared executive presentations for the Board of Directors.

PROFITABILITY COORDINATOR - Deacero, Monterrey, MX   **Jan 2018 - Feb 2019**

- Created profitability simulators to support strategic decision-making in the commercial area.
- Generated monthly profitability reports for senior management.

EDUCATION

- **B.S. in Industrial Engineering** | Universidad de Monterrey, 2013- 2017 | GPA: 4.0 | Academic Excellence Scholarship (90%) | Thesis with Excellence Distinction
- **John Molson School of Business** | Concordia University, 2016 | International Exchange Program

DIPLOMAS & CERTIFICATES

- **Hispanic and Latino Management Accelerator** | McKinsey Academy, 2025
- **Databricks SQL for Data Analysts** | Udemy, 2024
- **Agile Professional Project Management** | Tecnológico de Monterrey, 2020 - 2021
- **Analytics and Data Science Diploma** | Universidad de Monterrey, 2021
- **Certificate in Design Thinking** | ExperienceInnovation Learn, 2021
- **Western Culture and Values Diploma** | CPH, 2018 - 2019

PROGRAMS

Google Suite (Advanced), Power BI (Advanced), Tableau (Advanced), Looker Studio (Advanced), Jira (Advanced), Miro (Advanced), Confluence (Advanced) & Databricks (Medium).