

MIGUEL CASTRO AMPUDIA

Age: 38
Marriage Status: Single
Actual City: Vancouver, BC

BACHELOR'S DEGREE - MECHANICAL ENGINEERING (Certificate 6679145)

Integral Development based on my activities, putting into practice my professional knowledge and experience



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418/3435 Sawmill
Crescent, River
District, Vancouver,
BC, V5S0K6

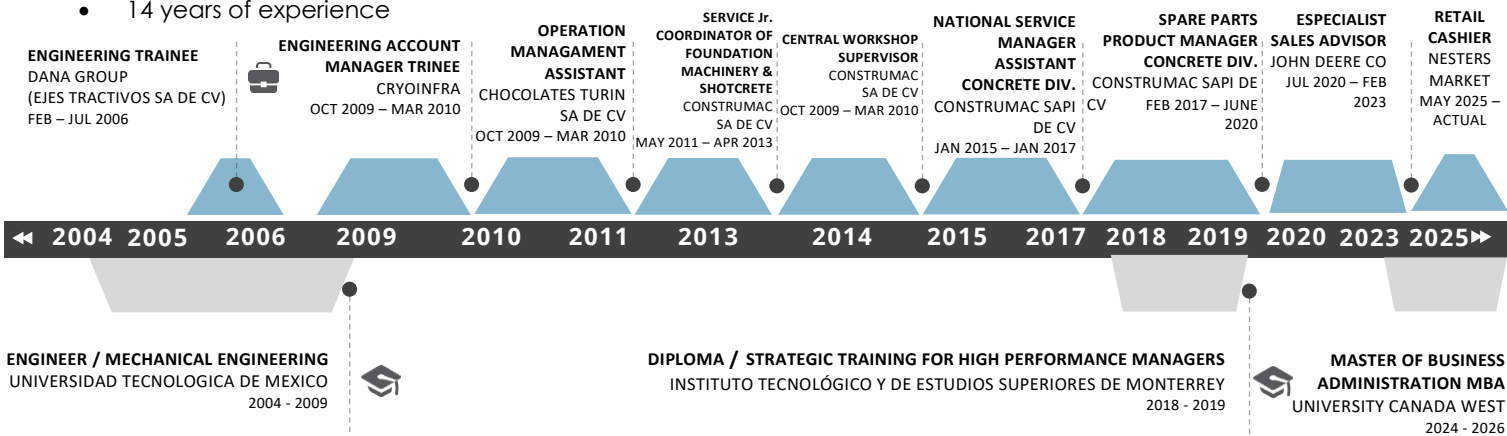


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- 14 years of experience



EDUCATION

UNIVERSITY CANADA WEST
2024 – 2026
MASTER OF BUSINESS ADMINISTRATION (MBA)

INSTITUTO TECNOLÓGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY
2018 - 2019
DIPLOMA - STRATEGIC TRAINING FOR HIGH PERFORMANCE MANAGERS

UNIVERSIDAD TECNOLÓGICA DE MEXICO
2004 - 2009
BACHELOR'S DEGREE - MECHANICAL ENGINEERING

PROFESSIONAL EXPERIENCE

NESTERS MARKET- RETAIL CASHIER
MAY 2025 – Current

Activities: Customer Service. Cash Handling and Transactions, Teamwork and Communication

- Customer Service
Receiving customers at the counter and greeting them in a friendly but professional manner, followed by two or three questions about current weekly or special promotions, services like memberships or cashback withdrawal, and products in stock or locations in the store. Provide attention and resolve customer concerns as quickly as possible, and maintain a positive tone and interaction to enhance the store's impression.

- Cash Handling and Transactions

As the primary responsibility is to handle cash and electronic terminals for transactions, these activities are where my ethics, values, and professional responsibility intersect with my mental math skills to ensure compliance with policies and provide quality service.

- Teamwork

Efficient and precise communication with different departments, avoiding operational disruption, and maintaining an open communication channel in the group, facilitating workflow.

CONSTRUMAC SAPI DE CV - ESPECIALIST SALES ADVISOR

JUL 2020 – FEB 2023

Activities: Equipment Sales for Concrete, Roads and Earth Moving Division.

- Market share

Locate, visit and work with main clients (leaders). Competitive analysis of the assigned territory. Work with the local chambers of commerce & governmental agencies of construction

- Monthly sales budget

The budget of each division depends on the projects that are developed based on the market share information. Since I assumed this position, sales have increased 30%. This is because there has been a market analysis, potential clients & projects

- New client's monthly prospection

Deliver real information for at least 2 new customers in the sector with the help of the internet sales leads and the field visit plan

- Weekly quotations

Deliver 3 quotes for 3 different model machines per week, considering those real sales opportunities. This is to evaluate if the quantity of quotations is enough according to the market share, also review how many of those can be converted into a closed sale

- Field Visit Plan

Elaborate strategies for planning time, actions and visits needed to complete a client's route during the year

Technical Support for Concrete Applications and Training for National Sales Equipment Staff.

- Training Concrete Seminars

(Elaborate seminars for operation, maintenance and spare parts for concrete pumps in 3 levels (beginners, medium and advanced) for imparting to equipment and parts sales staff and clients. Construmac have 10 branches all over the country covering all of the Mexican territory with a sales force of 15 specialist advisors who attend the training.

- Technical Support for Concrete Equipment Projects

Some projects required special necessities based on hard conditions like high-rise or lay-down concrete delivery. In those cases, our job is to collaborate with the engineering team and provide recommendations on the application using our products

CONSTRUMAC SAPI DE CV - SPARE PARTS PRODUCT MANAGER CONCRETE DIVISION

FEB 2017 – JUNE 2020

Activities: Stock and forecast planner for spare parts and accessories for concrete pumps, mixers, concrete trucks, shotcrete machines and concrete pump steel pipes.

- Inventory Rotation of the Concrete Spare Parts Line

(With the implementation of a forecast planner, it was possible to identify the most common sell parts (SKUs) based on the supply chain analysis by ABC classification with the historic sales through five years, to establish a six sigma 3rd. level of service of our deliveries and the availability of parts.

The KPIs measure how many times our main items are rotating. The result was that we doubled and maintained a 4:1 ratio for inventory turnover.

This strategy generated an increase in our sales by 9.25% once the implementation was done and the project is running.

- Inventory Rotation of the Concrete Pump Steel Pipes

Construmac, like a trading company it is the number one in the Mexican market for selling concrete pump steel pipes. Normally, this kind of product comes from all over the world (Europe, Asia, America) and I am responsible of planning the correct stock to meet the demand of our 10 branches. With the implementation of the planner, it can be much

easier to make the forecast and inform our suppliers of the quantity of required material. This kind of action saves on the freight and works properly with the forwarders, obtaining good results translated on reducing lead times, availability of the top products & more profit on the planned products.

The KPI's measure it was, how many times our main items are rotating, and the result was we doubled and maintained a 4 ratio for inventory turnover. This strategy generated an increase in our sales of 9.25%

- **Decreased Dead Stock Concrete Spare Parts Inventory**

Every month, it was necessary to decrease the dead stock in two ways: first, by selling those parts through an analysis that determines which customers are the users of those and give some sale or special discount and negotiate the parts' return to the supplier.

Monthly sales budget

- **Gross Profit of the Concrete Spare Parts Line**

We worked for years to feed a parts potential based on how many equipment exist per client, per region and sometimes per project, to have a notion about the size of the business market of concrete parts

- **Gross Profit of the Concrete Pump Steel Pipes**

Planned purchase agreement scheduled per year to generate a commitment with the pipes supplier and negotiate a better cost per pipe, different pipe options available for the market & sales promotions by wholesale.

Strategic Sales Promotions

- Using a temporary campaign or offer to increase interest or demand with special discounts.

Training for National Spare Parts Sales Staff

- **Training Concrete Seminars**

(Elaborate seminars for operation, maintenance and spare parts for concrete pumps in 3 levels (beginners, medium and advanced) for imparting to parts sales staff. Construmac have 10 branches all over the country covering all of the Mexican territory with a sales force of 16 specialist advisors and 10 desk branches, vendors who attend the training.

Customer Service & Spare Parts Support (After Market) all over Mexico

- **Percentage of commissioning of new concrete equipment participation**

Measure how many times the sales force attends the commissioning of new equipment, especially when the customer is a new machine owner.

CONSTRUMAC SAPI DE CV - NATIONAL SERVICE MANAGER ASSISTANT CONCRETE DIVISION

JAN 2015 – JAN 2017

Activities: Coordinate the Commissions of New Concrete Equipment

- Responsible for the (After Market) Technical Support, & Supervisor of the Service Technicians
- Job Repairs of Concrete Equipment (On Field & Workshop)
- Warranties Claims of New Concrete Equipment

CONSTRUMAC SAPI DE CV - CENTRAL WORKSHOP SUPERVISOR

MAY 2013 – DEC 2014

Activities: Supervisor of the New Mounting Truck Pumps, Supervisor of Repairs for Roads, Crushers & Screeners, and Concrete Machines

- Repairs in the Workshop, including Overhauls for the Concrete Equipment
- Management of the Labour Hand and Resources

CONSTRUMAC SA DE CV - SERVICE Jr. COORDINATOR OF FOUNDATION MACHINERY & SHOTCRETE

MAY 2011 - APR 2013

Activities: Administration & Management of Service Resources

- Technical Support in Job Sites (Field)
- Customer Care for Foundation Machinery & Shotcrete Equipment

CHOCOLATES TURIN SA DE CV- OPERATION MANAGEMENT ASSISTANT
JUN 2010- JAN 2011

Activities: Control & Management of Resources for Chocolate Manufacture

- Purchases for Maintenance Dept.
 - Supervisor of Caducity of Final Product
- Every week, it is necessary to update the product caducity based on sales and deliveries with the purpose of planning the production in accordance with the demand.

CRYOINFRA- Engineering Trainee
OCT 2009 – MAR 2010

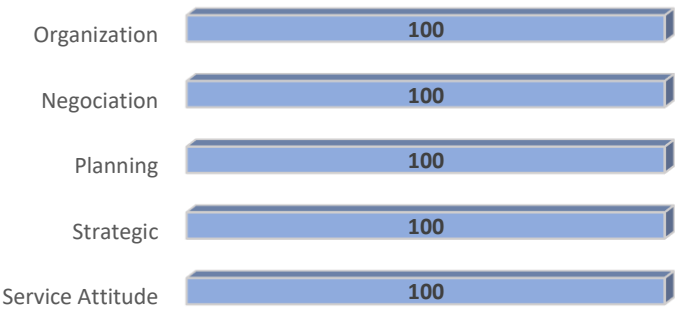
Activities: Assist the Engineering Department Projects with the Accounts Management.

DANA GROUP (EJES TRACTIVOS SA DE CV) – Engineering Trainee
FEB – JUL 2006

Activities: Supervisor of the Manufacturing Line (CNC & Conventional) of Axles for Trucks Responsi

- Update the POKA YOKES Models
- Applying Just-in-Time & Lean Manufacturing Methods.

WORK SKILLS

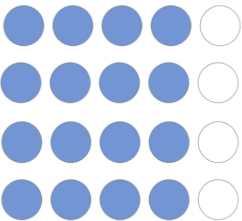


LANGUAGES

- Spanish
Native Language
- English
Professional Competence

SOFTWARE

- Microsoft Office
- INFOR Extend (ERP)
- Microsoft Dynamics 365 (CRM)
- JD Edwards Oracle Enterprises (JDE-ERP)



HOBBIES

- Hiking
- Reading
- Sports
- Food Lover