



SERGIO DANIEL PRADO MARTINEZ



Senior Supply Chain Coordinator/Customer Service Coordinator.

Dynamic and proactive Supply Chain Coordinator with over 10 years of experience specializing in customer service/success, logistics coordination, reverse logistics (RMA), SaaS and process improvement in fast-paced B2B and B2C environments. Proven ability to manage E2E order lifecycles, accelerate escalation resolution, and enhance customer satisfaction. Detail-oriented problem-solver proficient in data analysis, SOP implementation, and managing relationships with clients and 3PL vendors. Seeking to leverage strong tracking, communication, and customer service skills to ensure premier service according to SLAs, while contributing to the development of global policies aligned with legal frameworks and compliance standards.

Professional Experience.

Nike.	Guadalajara Jalisco.	2013 a 2025
Senior Marketplace Supply Chain Coordinator.		2017 - 2025

- Manage and strengthened relationships with customers and 3PL vendors, ensuring effective collaboration and alignment with customer goals to drive adoption, retention and satisfaction.
- Coordinate and implemented training sessions for customer service teams and client portfolios on E2E return processes, defect policies, CRM onboard & adoption, web tools and best practices in outlets.
- Coordinate logistics plans for returns, synchronizing pickups with delivery runs to reduce operational costs and maximize resource utilization, leveraging 3PLs when required.
- Manage the E2E order lifecycle in SAP, ensuring seamless order closure and proactively preventing escalations of customers for both the RMA team and outbound logistics.
- Drive Standard Operating Procedure (SOP) implementation for logistic issues and claims of customers within Salesforce, ensuring timely inventory turnover in WMS and maintaining zero customer complaints and proactive issue resolution.
- Streamline reverse logistics issue processing by defining SOPs, aligning operational capacity, budget allocation per channel & standardizing procedures across global operations.
- Oversaw post-invoicing SOX control documentation, ensuring 100% alignment with corporate policies and audit requirements for compliance.
- Identify opportunities through data analysis gathered in Cognos through operative dashboards with KPI in Power BI & Tableau to improve KPI of customer satisfaction, customer service performance, return processing rates and risk management.

Key Achievements:

- Accelerated escalation and logistic issue resolution for wholesale and retail customers from 72 to 48 hours using Salesforce, lifting customer satisfaction by 30%.
- Cut manual processing time for global reverse logistics by 50% across multiple countries (Mexico, USA, Australia, Japan, Korea, and SEA&I.) by collaborating with the Nike USA tech team to develop & implement an RPA (robotic process automation) solution.
- Reduced defective product rate and customer return operating costs by 30% by designing and delivering a comprehensive return and defect policy training program for the customer service team and customer portfolio.
- Boosted sales by 20% and decreased the defective product destruction rate by 35% through B-Grade refurbishment initiative for products with cosmetic flaws.

Pricing & discounts executive.	2015-2017.
<ul style="list-style-type: none"><li>• Manage and streamline discount bands &amp; pricing by season and customer segmentation in SAP to align demand and eliminate pricing discrepancy claims after sales.</li><li>• Manage catalog price configuration for special products by season &amp; lifecycle in SAP to drive sales and accelerate inventory turnover.</li></ul>	

## Sergio Daniel Prado Martínez

- Administered & oversaw SOX control documentation for post-billing discounts, ensuring alignment with departmental policies and compliance requirements.

### Key Achievements:

- Increased inventory turnover and sales volume by 30% year over year by collaborating to implement an additional discount scheme in collaboration with DSM team that incentivized the opening of new outlet stores within the customer portfolio.
- Maintained a clean audit record for over three years by effectively aligning and managing SOX compliance controls for all additional post-sale discounts.

### Accounts Payable Analyst.

2013-2015.

- Manage, validate, and process pending digital and printed tax invoices for the Mexican Tax Administration Service (SAT).
- Reconcile financial transactions and update supplier account statements using automated reports in Excel to improve DPO (days payable outstanding) and eliminate invoice payment delays.
- Manage and record direct and indirect operating expenses in SAP including T&E, by generating timely payment runs to secure prompt payment discounts.

### IMMEX Impulsora De Mercados De México.

Zapopan Jalisco. 2011-2013.

### Commercial Development Analyst.

- Coordinate logistics routes for a team of 17 promoters to maximize operational efficiency and store coverage.
- Identify opportunities leveraging KPI-driven reports to track performance and develop improvement plans with clear & measurable objectives.
- Supervise marketing evaluations and merchandising activities at OXXO stores to audit and validate reported results.
- Manage the coordination of retail activations, aligning promotional strategies to boost sales and foster long-term client relationships.

### Key Achievements:

- Led targeted training for sales promoters on Windows Mobile handheld devices, enhancing real-time inventory visibility, update accuracy and quality control compliance.

### Education.

Zapopan Jalisco. 2005 - 2009.

**Bachelor's degree in financial administration and information systems – University of Guadalajara (CUCEA)**

### Certifications & Professional Development.

Core Competencies	Technical Skills
• Customer Service & Customer Success excellence.	• SAP (PRD, BHP, PTE) & SAP Concur
• Proactive Tracking & Issue resolution	• Power BI & Tableau
• Logistics & Route Coordination.	• IBM Cognos Analytics
• SOP Development & Compliance.	• Salesforce, Asana.
• Internal & External Communication	• AI for business & tech savvy.
• Data Analysis & KPI Reporting	• Windows/Mac OS & Microsoft 365
• Strategic Planning & Process Improvement	• Slack, teams

- Advanced English C1 – Digital Certificate by EF Set.
- Certificate in Responsible Prompting: Maximize AI for business.
- Certificate in Leadership.
- Certificate in Introduction to consumer behavior.
- Certificate in Project Management and Fundamentals of Agile Methodology.
- Certificate in Service Experience Design.
- Certificate in Successful Negotiation: Essential Strategies & Skills.