

## LUIS SANTAMARIA

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### EDUCATION:

#### University of North Florida, Jacksonville

Master of Science in Logistics, Materials and Supply Chain Management

Jul, 2021

Post Graduated Baccalaureate in Business Analytics

**Projects:** • Profitability and occupancy model for retailers through spatial analysis of parking lot.

- A Spatial Analysis Tool to Model Food Deserts in Savannah, Georgia.
- Coastal Logistic Conservation Project for Turtle Nesting in Atlantic Beach, Florida.

**Thesis:** Multi-method assessment of a firm's capabilities; examining artificial intelligence as an opportunity to expand presence in Latin American. (*Consultancy*)

#### Universidad Francisco Gavidia

Bachelor of Business Administration Major in Tourism

Jan, 2011 to Dec, 2016

**Project:** Business Model, Data Stock Market, Mobile-Bar; Salvadoran Pacific Route.

Specialization in Operations and Logistics

Jan, 2017 to Dec, 2017

**Project:** Third-Party Logistic Integration through Value Chain Analysis; Data Model Packing, Warehousing, and Transportation.

### PROFESSIONAL EXPERIENCE

#### University of North Florida

Graduate Research & Teaching Assistant

Apr, 2020 to Present

- Researched different projects with multiple methodologies approaches; empirical, conceptual, literature review, Delphi Study, model, and simulation; two publications submitted and four work in progress research papers.
- Conducted weekly follow-ups research meetings with multiple faculty professors; designed a database tool for qualitative data analysis coding that can be used in future research with grounded theory

#### Crowley Maritime Corporation

Finance Business Analyst

Jan, 2018 to Dec, 2019

- Developed a KPI's dashboard in real-time for the Revenue Management business unit and an operation, tracking, and audit reporting tool on-demand for the billing, accounts payables, and accounts receivables business units with estimated transactions of ~\$100M monthly. Operational metrics improved significantly, and management had holistic revenue visibility.
- Supported the enterprise resource planning transition, from systems applications & products in data processing SAP to Oracle Cloud; and the Electronic Data Interchange (EDI) implementation with key customers. Business revenue successful transition estimated in ~\$1.74B. EDI implementation

Lead Coordinator, Revenue and Settlement Management

Feb, 2016 to Dec, 2017

- Directed the transition of the Accessorial Management Process, from Jacksonville to El Salvador. Business growth from 1 to 7 regions, ~ \$50k monthly revenue.
- Supported the emergency response program executed with the Federal Emergency Response Administration and Corp of Engineers through third-party vendors in the Island of Puerto Rico after Maria's hurricane hit (>\$60M revenue project)

#### American Airlines, Inc

Trainer

Jan, 2015 to Jan, 2016

- Trained Guatemala and El Salvador baggage department teams on the new baggage system transition to NET Tracer due to American Airlines and US Airways merger; trained 60 employees at two airport stations
- Generated a coding audit repository tool in NET Tracer to improve the local baggage claim metrics that resulted in delaying the loss and improved the damaged bags metrics by ~80%.

Auditor and Complaint Resolutions Officer

Jan, 2014 to Dec, 2014

- Advocated passengers at the airport as a complaint resolution officer that improved the country's customer satisfaction by ~75%
- Instructed third-party vendors on safety and operations good practices in Ramp. As a result, the country station approved the International Air Transportation Regulation (IATA) yearly audit

International Operations Agent and Passenger Service

Jan, 2012 to Dec, 2013

- Implemented a Standard Operations Procedures (SOP) manual to train new hires; optimized and customized training length based on local needs

## American Airlines Cargo, Inc

Cargo Lead Coordinator

Nov, 2010 to Dec, 2011

- Built a Visual Basic Programming tool in Microsoft Excel to automate weekly cargo sales reports; demonstrated human data-entry error reduction, and improved reports accuracy.
- Analyzed weekly cargo sales; persuaded country sales representatives to implement an escalated pricing strategy (ABC) based on Pareto's principle.

- **Certifications:** Data Science, SQL, Maintenance, and Repairation of Computers, GOOGLE Data Analytics Professional Certificate

- **Languages:** English (Advanced), Spanish (Native) & German (Intermediate)

### ADDITIONAL INFORMATION:

#### Technical Skills:

- ArcGIS Pro
- Oracle Business Intelligence EE
- Visual Basic .NET
- Tableau
- Power BI Pro
- SABRE
- SAP
- MySQL
- Rapid Miner
- R Studio
- SpatStat / CRAN
- VOS Viewer / R / Python
- SQL Server Management Studio
- Microsoft SharePoint
- Microsoft Access / Microsoft Azure Machine Learning Studio

### HONORS

- Latin American Student Merit Scholarship *Spring and Fall 2020*
- Graduate Assistantship, Graduate Research & Teaching Assistant *Summer- Fall 2020, Spring-Summer 2021*
- Panelist Honor at "XXI -Pan-American CONPETH" *Sept, 2011*
- Selected to be a Coordinator of Council of Students *Jan, 2005 to Dec, 2008*

### PUBLICATIONS

#### Submitted to Journal:

- Swanson, D., **Santamaria, L.** (Oct, 2020) Pandemic Supply Chain Research: A Structured Literature Review and Bibliometric Network Analysis. Multidisciplinary Digital Publishing Institute Logistics. **Manuscript ID#** Logistics-1042232

#### Submitted to Journal - Last Revision Submitted (Peer Reviewed):

- Zhang, Z., Zheng, K., **Santamaria, L.** (Sep, 2020) Enterprise Credit Information Sharing with Blockchain Technology for Supply Chain Finance. Annals of Operations Research – **Manuscript ID#** ANOR-D-20-01255

#### Work in Progress:

- Russell, D., Swanson, D., Yanji, D., Fritz, L., **Santamaria, L.** (Aug, 2020 to Present) Supply Chain Shifts in Food and Pharmaceutical Industries due to the COVID-19 Pandemic. A Delphi Study
- Kunz, N., **Santamaria, L.** (Oct, 2020 to Present) Humanitarian Supply Chain in Developing Countries.
- Torres, A., **Santamaria, L.** (Oct, 2020 to Present) El Salvador, Education Challenges; Aspirations in a Technology Breach. International Journal of Educational Development
- **Santamaria, L.** (Sept, 2020 to Present) Bayesian classification model approach in the healthcare industry on early disease patient's detection in the U.S.: A comprehensive survey. Computer Methods and Programs in Biomedicine

#### VOLUNTEER WORK:

- UNF Meals on Wheels and Food Fighters: Assisted with food recovery, meal preparation, and delivery to seniors. Supported ~100 seniors in the Duval County, Jacksonville *Feb, 2020 to Present*
- Fundación Ayúdame a Vivir: Promoted fundraising by organizing multiple activities for children with Cancer; assisted ~60 children and their families through this program *Mar, 2014 to Feb, 2016*

#### Affiliations:

- Institute for Operations Research and Management Science (INFORMS): Participating as a graduate student in Information System Research, Data Science, Decision Analysis, and Operations Research groups
- Latin American Student Organization: coordinated diversity fairs to the inclusion of Latin American Students
- Pride Club & International Ospreys: promoting inclusion, webinars & events among LGTBQ+ student community
- Council of Supply Chain Management of Professionals: actively participating as a graduate research student