LUIS SANTAMARIA

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**EXECUTIVE PROFILE**

A Supply Chain Management and Business Analysis professional focused on optimizing service delivery and client-centric processes; driving upstream and downstream Supply Chain excellence to deliver on the customer service promise. Highly adept at deploying data-driven methodologies to identify opportunities for process rationalization in operations and workflow activities. Heightened English and Spanish communication skills underline an ability to effect stellar internal stakeholder management, guide collaborative continuous improvement and coordinate supplier, vendor and partner relations. Innovative strategic thinker with strong business acumen, operations and logistics experience, commercial ability, technical aptitude, data and finance skills. Fact based decision maker with critical analysis and corporate planning experience. Enthusiastic, energetic, self-motivated and trustworthy. Diverse, multi-cultural, international experience in all facets of a successful corporate business.

# VALUE ADDED SKILLS

Business Analysis | Supply Chain Management | Logistics | Stakeholder Management | Project Coordination

| Resource Planning | Client Relationship Management | SQL | Partner Collaboration | Business Intelligence | Logistics Planning | Customer Service | Value Chain Analysis | Business and Data Analytics | Business Process Improvement | Business Re Engineering | Inventory Management | ERP | Performance Operations Management | Finance | P&L

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# PROFESSIONAL EXPERIENCE

## Goodpack

### Houston, TX | North & Central America Regional Performance Operations Management | Sep 2021 – Sep 2022

Managing regional operations & financials P&L, I:

* Performed financials operations P&L revenue analysis & reporting.
* Strengthened the operations performance management regional metrics developing standard operations procedures, improved quality controls, waste reduction & process flow balance cadence with OD.
* Administered financials profit and loss cross-functional analysis for multiple key stakeholders.
* Designed regional metrics & improved real-time visibility for operations & finance upper management developing root cause analysis and corrective actions.
* Created multiple business analytics tools to enhance the data-driven decision-making opportunities leveraging the different ERPs systems.

## UNIVERSITY OF NORTH FLORIDA

### Jacksonville, FL | Graduate Research and Teaching Assistant | April 2020 – August 2021

Participating in collaborative research efforts to support program development, I successfully:

* Design and project manage research projects deploying various analytical tools and methodologies; successfully submitting two peer reviewed articles for publication.
* Led weekly follow-ups research meetings with faculty team reviewing project progress.
* Designed a database tool for qualitative data analysis coding to guide future research.
* Developed an interactive command center for Transportation & Logistics tool.

## CROWLEY MARITIME CORPORATION

**San Salvador, El Salvador | San Juan, Puerto Rico | Jacksonville, FL | February 2016 – December 2019**

A leading US owned maritime, energy and logistics solutions leader operating a fleet of 200 vessels and land- based assets including terminals, warehouses and OTR tractor-trailer fleets; streamlining client supply chain management activities across the globe. Ascending through expanding responsibilities, I:

### Finance Business Analyst | January 2018 – December 2019

* Designed KPI's dashboard to streamline monthly $100 million management, tracking, and auditing of
* billing, accounts payables, and accounts receivables activities.
* Supported the enterprise resource planning transition overseeing product adoption from SAP to Oracle Cloud.
* Led Electronic Data Interchange implementation with key customers and suppliers optimizing $1.74 billion in key account business.

### Lead Coordinator, Revenue and Settlement Manager | February 2016 – December 2017

* Directed the transition of the Accessorial Management Process, contributing to expanded regional revenue growth to $50k per month.
* Designed an emergency response program in collaboration with the Federal Emergency Response Administration and Corp of Engineers; driving sales valued at $60 million through third-party vendors.

## AMERICAN AIRLINES / AMERICAN AIRLINES CARGO INC

**La Paz, El Salvador | November 2010 – January 2016**

Optimizing logistics operations; helping optimize and rationalize commercial air transportation, private customer baggage and freight operations meeting all service level expectations, successes revolved around:

### Trainer | January 2015 – January 2016

### Developed and conducted training for Guatemala and El Salvador baggage department teams on the new baggage system transition to NET Tracer due to American Airlines and US Airways merger.

* Designing and championing adoption of a coding audit repository tool in NET Tracer to improve the lo- cal baggage claim metrics, resulting in reducing loss and improving the damaged bags metrics by 80%.

### Auditor and Complaint Resolutions Officer | January 2014 – December 2014

* Responded to and resolved service issues; improving the country's customer satisfaction by 75%.
* Instructed third-party vendors on safety and operations best practices; successfully completing and achieving standards of the International Air Transportation Association’s annual audit

### International Operations Agent / Passenger Service | January 2012 – December 2013

* Collaborated with talent acquisition team to train and develop customer-facing new hires.
* Created SOP manual to identify and promote enterprise-wide service standards.

### Cargo Lead Coordinator | November 2010 – December 2011

* Built a Visual Basic Programming tool in Microsoft Excel to automate weekly cargo sales reports; reducing human data-entry errors and improving report accuracy.
* Analyzed weekly cargo sales; persuaded country sales representatives to implement an escalated pricing strategy based on the Pareto 80/20 principle.

# EDUCATION AND CERTIFICATIONS

### Master of Science in Logistics, Materials and Supply Chain Management (2021)

**Graduate Post-Baccalaureate in Business Analytics (2021)**

Coggin College of Business / University of North Florida | Jacksonville, FL

**Bachelor of Business Administration (2018) Specialization in Operations & Logistics (2018)** Universidad Francisco Gavidia | San Salvador, El Salvador

* Data Science Certification | Certificate in SQL | Computer Repair and Maintenance | Google Data Analytics Professional Certificate

# TECHNICAL SKILLSETS AND LANGUAGES

* MS Office Suite | ArcGIS Pro | Oracle BI | Visual Basic .NET | Tableau | Power BI Pro | Sabre | SAP | MySQL | Rapid Miner | R Studio | SpatStat | VOS Viewer | SharePoint | SQL Server Management Studio | Tableau
* Spanish (Native fluency) | English (Fluency) | German (Conversational)

# SUBMITTED SUPPLY CHAIN PUBLICATIONS

* Swanson, D., **Santamaria, L.** (Oct. 2020) *Pandemic Supply Chain Research: A Structured Literature Review and Bibliometric Network Analysis*. Multidisciplinary Digital Publishing Institute Logistics.
* Zhang, Z., Zheng, K., **Santamaria, L.** (Sept. 2020) *Enterprise Credit Information Sharing with Blockchain Technology for Supply Chain Finance*. Annals of Operations Research

# AFFILIATIONS

* Council of Supply Chain Management Professionals
* Institute for Operations Research and Management Sciences
* UNF Meals on Wheels and Food Fighters