

## Beatriz Arenas Serrano

Cel : ( 52 1)33 10257889

email: [beatrizarenasserrano@gmail.com](mailto:beatrizarenasserrano@gmail.com)

[www.linkedin.com/in/beatriz-arenas](http://www.linkedin.com/in/beatriz-arenas)

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### Senior manager Customs Operation, Global Trade, Supply Chain & Logistic

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#### Executive summary:

Senior manager at worldwide level with twenty-three years of experience leading multicultural groups. Expert at areas such as supply chain, logistics, import, export, with an emphasis in global trade compliance. One of the most important achievements through my career is the cost optimization migration of Europe Middle East and Africa operations to low-cost country.

Ability to make real time decisions on complex situations. Effective leadership and motivational skills. Hands in experience in compliance operation, customs legal matters, government relationship. Adept at working collaboratively across organizational and cultural boundaries. Dynamic executive with proven capabilities in the technology and consumer products sector. Languages: English and Spanish.

#### Professional experience:

##### **Hewlett Packard Enterprise 2013-2022**

*The largest technology company specializes in business IT (information technology). HPE supports five business divisions: Enterprise Group provides infrastructure products to support the IT systems of customers. Profits (USD) \$3,717M, revenue \$27,912M 60K employees.*

##### **WW Controls, Global Trade Manager.**

Responsible for controls and governance as it relates to import and export end to end processes within HPE on a worldwide scale and multicultural team. Ensuring compliance management and consultancy to meet trade compliance obligations and business needs on all customs import and export control matters and policies in the regions while finding ways to optimize cost.

54 countries under my responsibility. 12 direct reports from India, Netherland, Russia, Poland, Mexico, Singapore, Japan and US. I reported directly to the vice-president of Global Trade

#### Significant accomplishments:

- Obtained export license approval and special export bulk permits for key distribution centers in Europe, Asia and Middle East.
- Implemented Restricted Party screening process with resources in India and Mexico resulted in 94% KPI in response time that reduced order holds.
- Cost optimization migration of Europe Middle East and Africa operations to low-cost country.

##### **KODAK DE MEXICO S.A. DE C.V (Guadalajara, México)**

**1994-2013**

*Dry plate and Film Company, USD 1.08 billion revenue*

**2010 to 2013**

##### **Manager Supply Chain for Latin America and government affairs.**

Manage Demand Planning and Master Data management activities, in support of Latin America which represents sales of \$ 350M consumer and commercial products.

Resumé.

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Drive strategic supply chain initiatives across LA in support of regional sales and marketing teams. Manage and implement improvement opportunities for over \$55 M in inventory. Minimize the cost of products supply.

8 people under my leadership, reporting directly to the Country manager and WW planning.

### Significant accomplishments:

- Lead and Implemented procedures to reduce expedite cost and re-work for the pre-press business by over 40% in two years.
- Performed restructuring efforts within Americas planning organization to support 30% cost optimization.
- Drove standardized sales & operation planning processes/metrics and component of inventory analysis across the business platforms to improve service and reduce inventory by 20%.

### **International & Domestic Logistics Manager for Mexico, Colombia & Venezuela**

#### **Public Affairs Mexico Representative**

**2006-2010**

Primary focus to avoid or minimize all duties and cost associated with inbound, outbound logistics and national distribution. Implementing a variable cost model for all logistics: 160 direct reports, USD \$300M budget in transportation and warehouse. Reporting directly to the Latin-American logistics director.

### Significant accomplishments:

- Led 3PL bid negotiating USD \$7M warehouse, USD \$3.5M domestic transportation and air shipment US \$4M.
- Obtained a government program savings USD \$80M in import duties.
- Led CTPAT & BASC certification

### **Other positions:**

-Production Manager for Color Film Flow Finishing Division

2004-2006

In charge of all cost elements, quality and delivery. More than 300 people

-Demand and Supply Chain Manager for Latin American Region

2000-2004

### **Education:**

#### **MBA International Business**

Instituto Tecnológico y de Estudios Superiores de Occidente (ITESO)

1996-1998

BA Foreign Trade & International Business.

1990-1995