

HUMBERTO ZAMORA

Founder and CEO
AUTOWATT MEXICO



SUMMARY



Executive with entrepreneurial approach focused on business results

Dynamic and hands-on professional with a proven record of achieving business goals by building/leading high-performance teams and implementing power strategies in the Technology industry. Over 25 years of solid experience in different industries in top 50 Fortune companies with broad knowledge of execution in Channel sales strategy & planning, business intelligence and sales operations. Skilled in building concept-to-execution strategies, demonstrating exceptional communication/ negotiation skills, and making critical decisions.

WORK HISTORY



Founder and CEO Autowatt México

Jan 20 - Present

Created a startup business to develop a growing market of electric cars technology. The company offers a transformation service for cars from gasoline to electric as a turnkey solution to the customer.

- Converted a 2011 Audi A1 into electric for customers demonstrations.
- Participated in a proposal for converting 130 public transportation buses in Puebla, Mexico.
- Participated as a guest of honor and one out of four startups in the first e-mobility expo show in Puebla, Mexico in November 2021.

Director, Latin America Channel Strategic Business

Dell Technologies

Feb 18 – Jan 20

Selected to create and push vertical industry solutions with Channels and grow market share in non-typical business areas in the region.

- Achieved 15% more revenue YoY in Dell Data Security solutions with Channels by enabling more than 20 Partners in the region and leading a strategy along with the CSG team.
- Enabled the flexible financing models in NOLA, SOCO, Andean and Brazil and supported the Mexico's launch for making these options available for Partners.
- Built a Channel eco-system for video surveillance solutions and brought five new big players in the market to increase in US 50M yearly based the revenue in different LOBs.

Director, Latin America Channel Sales Strategy, Planning and Operations

Dell Technologies

Feb 17 – Jan 18

Selected among skilled candidates from the merge of Dell and EMC to build the Strategic and Commercial platforms for Latin America Channel teams. Drove the execution with the sales teams to reach the financial goals of the newly formed company. Reports directly to the Global Channel Business Operations Vice President.

- Directed the Channel sales strategy to overachieve the 2018 Latin America business goals by 20% in the first year of operation of the new company.
- Led the merge of the sales information from legacy Dell and EMC organizations in Latin America by fixing more of 197,500 accounts and allowing the Channels to be fully operational.
- Established sales procedures and led the sales teams throughout the pipeline and recovery actions to achieve the business goals.

Director, Latin America Channel Business Strategy

Dell Inc

Jun 11 – Jan 17

Hired to generate and lead the Channel Business Strategy in then Latin America region to increase Dell Enterprise products market share in all LOBs by articulating internal resources in different internal functional areas targeting specific market business opportunities.

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- Increased enterprise solutions sales in US 13M over two years by creating an end-to-end methodology to focus market opportunities and internal resources through Channels in the region.
 - Increased LATAM Dell enterprise solutions market share by 2% by generating / executing commercial strategies to address business opportunities.
 - Directed Latin America Channel organization to score the best Partner experience measured around the globe in Dell world
 - Increased Dell Channel Program value by implementing the rebates program in Mexico and South America.
 - Ensured Dell tight operational controls with Partners by implementing the *Foreign and Corrupt Practices Act* strategy in all LATAM countries.
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Director, Operational Excellence

AXA Insurance, Mexico

Nov 10 – May 11

Hired to build and lead the corporate process improvement initiative in Mexico based on the AXA global standard and focused on customer needs, cost reduction and sales/revenue enabling. Led a team of eight managers to drive strategic initiatives through lean methodologies.

- Established in AXA Mexico a new process improvement approach based on six-sigma methodology to align key processes to customer needs and business strategy.
 - AXA Saved US 60K on avoiding consulting services by driving local initiatives with similar scope with internal resources.
 - Started more than 40 improvement initiatives valued over USD 13 million in savings / cost reduction bottom line.
 - Enable company to make self-process improvements by training 60 employees in basic problem-solving tools.
 - Contributed with best practices to change the regional standard for process improvement.
 - Aligned critical business processes to AXA 2015 ambition by involving more than 20% of employees in process improvement efforts.
 - Focused AXA processes to customer needs by developing the Voice of the Customer and the Voice of the Process strategies.
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Sr. Manager, Latin America Channel Operations

Dell Inc

Dec 09 – Oct 10

Promoted to control and improve internal operative processes to support Commercial Channels in Latin America. Led the LA Channel team to define and implement the strategy of the program.

- Launched the Voice of the Customer process to measure the loyalty and satisfaction from LA partners with the Dell Channel program.
 - Increased overall service level from 21% to 65% in three months for the deal registration process.
 - Kept processes at 95% of accuracy by deploying statistical process control.
 - Defined and deployed the critical metrics of the LA Channel operations.
 - Made LA Channel Program more robust by defining and launching the rebates program for LA.
 - Reduced in 50% the process time of deal registration by reengineering internal processes.
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Manager, Global Process Engineering

Dell Inc

Apr 09 – Nov 09

Selected from internal candidates of multiple countries to lead the deployment of strategic global programs in different regions across the globe. In charge of the Six Sigma Program for Latin America.

- Took sales operation to next level by deploying a new operative sales platform in Latin America.
 - Increased 10% of marketing productivity in all LA countries by improving processes and tools around campaign management.
 - Standardized marketing material handling process across the different regions of the world.
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Senior Consultant, Latin America Sales Effectiveness

Dell Inc

May 08 – Mar 09

Selected to create and lead a new area dedicated to increase sales productivity by improving processes and standardize tools across the Latin American Countries.

- Created a team with people located in several countries to drive the strategy across the region.
 - Increased sales productivity by 15% in all LA sales representatives by improving different processes around sales.
 - Standardize the sales process by deploying a CRM tool (salesforce.com) and Dell's standard process in all countries in the region.
 - Achieved 96% of adoption in the CRM tool from sales representatives by implementing a strong adoption program.
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Manager, Business Process Improvement

Dell Inc

Nov 07 – Apr 08

Hired for leading the Dell's Six Sigma program in the US Business Operations

- Achieved more than US 6 million for the company in hard benefits while certifying four green belts and ten yellow belts in the Dell's business process-improvement program.
- Increased the number of business improvement projects in US operations by 400% in a lapse of three months. Awarded as the "Most Valuable Player" in January 2008.

Manager, Business Process Improvement & Outsourcing

MetLife Insurance

Sep 04 – Oct 07

Hired to deploy and lead the Quality initiative in Mexico. In charge of the Quality program in Mexico and responsible for the relationship and negotiations with the company's largest vendor. Developed and successfully deployed the Quality strategy in the company. Led top management team to select and sponsor highest importance Lean Six Sigma projects. Transferred operations to outsourcing vendor achieving tangible benefits and flexibility to the company.

- Achieved US 12.1 million in increased sales and cost reduction with the Quality program.
- Increased sales in US 8 million by leading several process-improvement projects.
- Company achieved US 213 per dollar awarded with the Quality recognition program established.
- Trained 320 out of 1,000 employees in DMAIC, Lean Six Sigma, team facilitation, metrics, data analysis, and others.
- 135 employees out of 1,000 successfully finished at least one Quality project.
- Aligned main cross-functional processes to support the merger between Aseguradora Hidalgo and Genesis (insurance companies)

Manager, Business Process Improvement & Outsourcing

IE Six Sigma Consulting

May 03 – Aug 04

Founder of the consulting company focused on business performance improvement through Six Sigma methodologies. Developed the company's products, strategies and alliances with other consulting companies in partnership.

- Performed Voice of the Customer research for Tetra-Pak in Mexico.
- Trained 1,000 employees in Scotiabank Mexico on performance management.
- Trained top management and managers in Gemalto (electronic cards manufacturer) on Lean Six Sigma.
- Developed a Lean Enterprise program for manufacturing companies in conjunction with other consulting companies.
- Developed a catalog with 24 specialized training programs focused on business process improvement.

Quality Manager

Citibank - Citigroup

Jan 00 – Apr 03

Selected from a group of internal candidates to deploy and lead Citigroup's Six Sigma initiative in Citibank Mexico. Defined and deployed vital business metrics to measure business performance. Launched Voice of Customer and Voice of Employee processes to focus company efforts towards customer needs. Led and participated in a worldwide team to define and develop a Citigroup's Quality communications strategy to impact 100 countries. Led and coached cross-functional teams in Six Sigma projects.

- Achieved US 26 million in cost reduction and increased revenues and, more than 55,000 working hours saved as a result of more than 60 process improvement projects by using Six Sigma methodology.
 - Deployed a successful incentive Quality program which yielded US 256 for every dollar awarded.
 - Trained more than 100 employees out of 400 in different Six Sigma skills.
 - Led teams to replace Citibank's electronic banking operative platform.
 - Led a cross-functional improvement process project that brought more than three million dollars to the company and awarded with the Global Citigroup's Team Recognition Award in January 2002.
 - Created a high-impact Quality communication campaign for Mexico and worldwide awarded with the Citibank's Innovation Award.
 - Five times awarded by improving processes resulted in important benefits for the company.
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Technology Business**Representative**

Citibank - Citigroup

Dec 08 – Dec 99

Hired to gather business/operative requests and turn them into technological solutions. Led efforts between end-user areas and internal/external development teams. Created specifications for regional and local systems.

- Improved operative efficiency by implementing more than 50 different changes in local systems.
- Improved funds transfer capability by 40% by leading the implementation of a new operative platform and all processes around the solution.

IT Project Leader

Corporativo Comercial

Mexicana

Aug 94 – Nov 98

Promoted to lead software development projects. I coordinated developers, outsourcing companies and users in common efforts.

- Implemented a financial system for 200 users, distributed in stores and corporate offices.
- Increased sales channels by developing company's internet strategy.
- Hired to lead software development projects. I coordinated developers, outsourcing companies and users in common.
- Supported warehouse systems design for distribution centers in coordination with a consulting company (Dallas Systems).
- Developed accounts receivable module for proprietary ERP.

Application Engineer

Design & Engineering Systems

Jul 92 – Jul 94

Hired as consultant in metal-mechanics and architecture computer aided design software.

- Designed complex manufacturing pieces for live demonstrations.
- Trained more than 200 employees from different companies on simultaneous engineering (CAD/CAM/CAE) for specialized manufacturing
- Developed a new instructor and student's manual for CADKEY and submitted to HQ in USA for worldwide use.
- Worked directly with customers in more than 30 seminars with companies like Volkswagen, Ford and Colgate.
- Repeatedly recognized for frequent innovations in courses and technical sales demonstrations.

EDUCATION**Bachelor of Science in Industrial Engineering**

Universidad Iberoamericana, Mexico City

Class 1995

- Certified as Six Sigma Master Black Belt – MetLife –2005.
- Certified as Six Sigma Black Belt – Citigroup –2002.
- Certified as Lean Six Sigma Instructor and lead facilitator – Citibank, Ft. Lauderdale, Florida, USA, 2002.
- Certified as DMAIC (Six Sigma) instructor - Citibank, Mexico City, Mexico, 2000.
- Certified as Advanced Team Facilitator - Citibank, Ft. Lauderdale, Florida, USA, 2002
- Certified as PDCA (Plan, Do, Check, Act) Instructor – MetLife, Mexico City, Mexico, 2005.
- Certified as ISO 9000 internal auditor – MetLife, Basking Ridge, NJ, USA, 2005.
- Member of the Project Management Institute (PMI)
- Member of the American Society for Quality (ASQ)

**PERSONAL
INFORMATION**

Address: Adolfo Prieto 1359 – 4, Del Valle, Mexico City, Mexico.

Phone: 52 55 7862 7726

Email: hzalgarin@gmail.com