

FRANKLIN SEPÚLVEDA GUTIÉRREZ

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SUMMARY

Professional Engineer graduated from Universidad Técnica Federico Santa María, with solid experience managing Manufacturing Operations, Supply Chain Operations and Projects. I have relevant experience leading multifunctional teams and projects in complex-competitive environments, with international knowledge in Argentina and Panama, creating and developing High Performance Teams and implementing Continuous Improvement Systems. Flexible, empathetic and results oriented. Fluent in Spanish (native speaker) and English.

PROFESSIONAL EXPERIENCE

GUANTE & GACEL

(2014-2015)

Guante is the largest shoes manufacturer in Male Shoes in Chile, a local company with 85 years of history with a strong brand equity as the highest quality shoes for men in Chile. Gacel is the leading Female Shoes brand, using a business model with a mix of imported and local manufactured shoes.

Operations Manager for Guante & Gacel Chile / Argentina / Peru

Reporting to General Manager, accountable for the whole operation including Raw&Pack Materials Procurement, Planning, Production Sites (2), Distribution, International Logistics in Peru and Argentina. Responsible for Service level, Cost, Productivity and Profitability. Chilean local operations with 600 people approx, Argentinean operation with 50 people approx. and Peruvian Operation managed through a 3PL (Unimar).

- I improved Chile Manufacturing Site Production in 4% during AMJ'15 versus AMJ'14 (Seasonal business), including a customer service improvement from 85% to 93%. Season volume delivery on time for Winter/Fall'15 and preparation for Spring/Summer season on track.
- I led 3PL change in Peru Operations to improve quality systems with a clean/transparent transition from Capital to Unimar 3PL. No impacts on Customer Service levels and enabled a new owned store to grow in peruvian market.
- I Led Project (Basic Engineering stage) to re-design Operation for a new Distribution Center working together with Miebach Consulting and enabling funding from General Manager and CEO to move forward with next Phase in the project (Deep Engineering Stage).

PROCTER & GAMBLE

Procter & Gamble is the biggest multinational company in FMCG with more than 80 top brands and presence in 160 countries and 140,000 employees around the world. In LA P&G has operations on all countries and Headquarters in Panama.

Physical Distribution Manager for P&G Chile

(2012 – 2014)

Reporting to Supply Network Operations Function Head. Accountable for the whole Logistic Operation (including Inbound, Storage, Inventory Management, Order Preparation and Shipping, Transportation from our Distribution Center to customers). Logistic Operation managed through a third party (APL). Budget Management 7MMUSD/yr.

- I improved DC operation efficiency, through a Daily Management System and Operational Scorecard implementation, gaining 10% in preparation rate and customer service improvement, 60% reduction in refusals and improving from 75% a 95% in Customer Order Fill Rate.
- I reduced 80% of spending in Import demurrages, through a Rough Cut Capacity Analysis for our Distribution Center. This improvement also helped to improve Customer Service, avoiding losses due to product availability.
- I led a new Warehouse Management System implementation integrating this new WMS with SAP, it has enabled a 10% productivity improvement in the first 6 months and projecting a 15% annual increase.

LA Female Beauty Care Program Manager, Panama

(2008 – 2012)

Reporting to LA Product Supply Director. Accountable for the innovation program for all brands in LA, managing Initiatives Master Plan Sufficiency, according to every brand growth strategy. Leader of the Multi-functional Team to work and execute all initiatives. Accountable for the technical qualification of every initiative in their different phases.

- I conducted discussion forums to analyze and re-design Personal Cleansing Care line up (all brands), ensuring sales sufficiency and profitability. I achieved the approval from General Manager for the proposal and executed improving 40% in gross margin for bundle packs and a single line up/Master Plan for all LA countries.
- I led launches for Zest (Mexico and Central America), Camay (México/Colombia/Venezuela/Peru), Escudo (Mexico), Safeguard (Central America, Venezuela, Colombia, Peru), and Olay (Mexico) y Pert (Mexico) between 2009 and 2012, increasing sales in \$40 MM USD for the region.

Villa Mercedes Plant Human Resources Manager, Argentina

(2006 – 2008)

Reporting to Plant Manager, active member of Plant Leadership Team and Continuous Improvement Program Leader, Accountable for Health, Safety and Environment Program. Labor Relations Manager and leading community support activities. Executor of Corporate Human Resources Policies in the Plant.

- I implemented a progression system for technical careers on the site, re-applying systems used in technical corporate functions, enabling a career path for technicians in mid/long term compatible with plant strategy to attract and retain talent with technical expertise. System have been re-applied in Brazil P&G plants.

Santiago Plant Human Resources Manager, Chile

(2003 – 2006)

Reporting to Plant Manager, active member of Plant Leadership Team and Continuous Improvement Program Leader, Accountable for Health, Safety and Environment Program. Labor Relations Manager and leading community support activities. Executor of Corporate Human Resources Policies in the Plant.

- I led the Collective Contract Bargaining Team, reaching an advanced agreement with union and extending contract terms from 3 to 4 years within parameters settled up as goal for the team (manufacturing budget).

Site Integrated Planner for Feminine Care Department in Santiago Plant, Chile

(2002 – 2003)

Baby Care Module Operations Manager in Santiago Plant, Chile

(1999 – 2002)

Baby Care Process Engineer in Santiago Plant, Chile

(1997 – 1999)

ACADEMIC INFORMATION

Bachelor Degree: Chemical Engineer, Universidad Técnica Federico Santa María (1990-1996).

Additional Courses:

- Intermediate Program Manager Certification - Procter & Gamble IDM COE
- Initiatives Leadership Essentials – Project Management Institute
- Program Management Essentials – Project Management Institute
- Project Risk Management – University of Alabama in Huntsville / PMI
- Integrated Working System Internal Consultant – Procter & Gamble IWS COE
- Value Stream Mapping Workshop – Procter & Gamble
- Supply Network Design Workshop – Procter & Gamble
- Global Start Up Management for Distribution Centers – Procter & Gamble PD COE
- Fundamentals of Warehouse Management – Procter & Gamble PD COE
- High Performance Organization Qualified Trainer – Procter & Gamble
- Product Supply Human Resources Manager Certification in Procter & Gamble
- Organizational Design Workshop – Procter & Gamble Org Pillar COE
- Logística/Contabilidad/Liderazgo – Pont. Univ. Católica de Chile / Clase Ejecutiva
- Quality Assurance Key Elements / GMP Auditor – Procter & Gamble
- Shoes Manufacturing Systems – Calzados Guante
- Operations Management Certificate (Work in Progress) – e-class / Universidad Adolfo Ibañez
 - Curso Control de Gestión – Approved
 - Curso Gestión de Operaciones – Approved
 - Curso Supply Chain Management – Approved
- Introd to Operations Management – edX/Indian Institute of Management Bangalore
- How to write an Essay – edX / University of California, Berkeley