

ALEJANDRO GARCIA MARULANDA

General Manager | Operations Strategy | Business Intelligence Manager

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Bogota D.C., Colombia

EXECUTIVE PROFILE

Business Administrator and Finance Specialist with a 24-year track record orchestrating large-scale operations, Supply Chain optimization, and B2B market expansion. I lead from an "Ownership" perspective (11 years as General Director), combining Top Management experience with an advanced technical layer in Artificial Intelligence and Data Analytics. As a Diligent leader (Kudert Profile CD/DC), I prioritize facts over emotions to transform complex operational data into high-impact financial strategies that directly maximize P&L and organizational profitability.

TECH STACK & CORE COMPETENCIES

- **Executive Leadership:** Strategic Orchestration, P&L Management, Supply Chain, Consultative Selling, Digital Transformation.
- **Data & Artificial Intelligence:** Python (Data Science), SQL, Power BI (Advanced Visualization), Financial Excel.
- **Innovation:** Process Automation via LLMs, Prompt Engineering, Predictive Models, Proprietary ERP Development.

EXECUTIVE TRAJECTORY

Servicios Integrales Logísticos S.A.S. | General Director | Bogota D.C.

Sector: Logistics | Period: 2015 – 2025

Functions: Strategic direction and macro-business vision, designing custom logistics solutions for highly critical sectors (Oil & Gas, Pharmaceutical, Food).

- Led corporate digital transformation through the development of a proprietary ERP for absolute traceability, resulting in becoming national finalists for the Innova Award in operational innovation.
- Maintained organizational sustainability and profitability for over a decade, achieving the "Reliable Company" qualification from the DIAN (National Tax Authority) due to flawless

administrative and financial execution.

- Designed and implemented advanced control dashboards in Power BI, optimizing management control and operational client analysis.

Carlo Carrizosa S.A.S. | Administration Consultant | Bogota D.C.

Sector: Fashion Design | Period: 2022 – 2024

Functions: Simultaneous consulting in the structuring of operational, control, and financial processes.

- Transformed an intuitive model into an analytical one by creating advanced Excel dashboards, enabling precise inventory control and maximizing profitability per collection using real-time data.

Nexus Logistics S.A.S. | Commercial Manager | Bogota D.C.

Sector: Logistics | Period: 2013 – 2014

Functions: Commercial direction focused on freight forwarding, negotiation, and Free Trade Zone services.

- Led the optimization of international routes and the consolidation of alliances with foreign agents, increasing the operating profit margin by 50%.

Jupiter Global de Colombia S.A.S. | Bogota Office Director | Bogota D.C.

Sector: Logistics | Period: 2011 – 2012

Functions: Leadership of the regional office and commercial supervision for critical cargo management.

- Structured the branch's commercial operation, achieving exponential billing growth of 400% annually and positioning the office as a national leader in goal compliance.

Prisa Operador Logístico | Commercial Head | Santiago, Chile

Sector: Logistics (Large Enterprise) | Period: 2008 – 2010

Functions: Responsible for a large-scale B2B portfolio and designing cost structures for international tenders.

- Engineered efficiencies in logistics cost structures, securing the first major B2B contract under a new operational model that guaranteed long-term corporate profitability.

International Footwear Corp S.A.S. | National Sales Executive | Bogota D.C.

Sector: Retail (Footwear & Apparel) | Period: 2007 – 2008

Functions: National sales direction and mass distribution channel management.

- Implemented penetration tactics in large retail stores, achieving strategic positioning of international brands and a significant increase in national market coverage.

Automontaña Ltda (Mazda) | Showroom Director & Marketing Manager | Medellin

Sector: Automotive | Period: 2002 – 2006

Functions: Strategic marketing planning, budgeting, customer life cycle management (CRM), and market intelligence.

- Executed strategies based on competitor analysis and market intelligence, raising Market Share from 35% to 61% during a highly competitive period.
- Aligned the national network toward service excellence and customer experience, achieving 1st place nationwide in the Mazda Satisfaction Index (CSI).

PROJECTS & STRATEGIC SECTORS (MILESTONES < 1 YEAR)

- **Consulting and Market Development (2010 - 2014):** Strategic contributions in B2B optimization, large-scale consultative selling, and reactivation of key accounts across **Large Enterprise Logistics** (Almaviva Global Cargo), **Oil & Gas Services** (IWS Group S.A.S.), and **Corporate Insurance** (Seguros Bolivar S.A.).

ACADEMIC BACKGROUND

Artificial Intelligence Course | Estud-IA Academy by Polygonus | 2025

Data Analysis & Visualization Bootcamp | Cymetria - MINTIC | 2024

Specialization in Financial Management | Universidad Catolica de Colombia | 2015

Bachelor of Business Administration | Universidad EAFIT | 2004