



Fernando Ernesto Fuentes Lara

Expert in international market expansion. Proven track record in strategic sales and OEM client management. Experienced in negotiations with national and international suppliers. Demonstrated leadership of multidisciplinary teams and global projects. Strong ability to align commercial strategies with plant and corporate objectives.

FX2 Automation – General Manager

Saltillo, Coahuila | 02/2020 – 06/2025

I took on the general management of the company with the mission of designing and implementing the annual business plan and establishing strategies with suppliers and clients to ensure operational efficiency and profitability. I oversaw key performance indicators by area and developed a business model that ensured cost-effectiveness and a high level of productivity.

During my first two years, I achieved a **sales increase from USD 4.5 million to USD 16 million annually**, driven entirely by new clients I personally developed, including **Lazboy, Magna (Formex, Massiv, and Mecanismos), ISRI, Valiant, and FFT**. By mid-2022, this growth positioned the company as a strong competitor in the automation market across Mexico and North America.

Magna CIMS – Commercial Manager

Saltillo, Coahuila | 04/2014 – 02/2020

I joined the company during a critical phase with projects delayed and operating margins in deficit. I redesigned the quotation model, which had previously been below market pricing, and achieved **profit margins exceeding 20%**.

I also implemented an operational monitoring system in collaboration with Purchasing and Program Management to ensure compliance with budgets and profitability forecasts.

Through these initiatives, I improved project delivery from **50% late to 100% on-time performance**, enhancing client perception and increasing sales with existing accounts. My responsibilities covered sales, purchasing, and project management, as well as the oversight of commercial strategies across Mexico, Europe, Canada, and North America.

Martinrea S.A. de C.V. – New Business Coordinator

Saltillo, Coahuila | 05/2012 – 04/2014

I joined during a period when the company had **over 50% of its accounts receivable overdue with Ford**, its main client. I led the recovery process with the commercial team, eliminating overdue accounts and restoring client confidence within one year.

Additionally, I achieved a **15% increase in product margins** by coordinating client-requested changes and final negotiations.

Profile and Career Objective

I am an Industrial Engineer with a solid career in commercial management, international sales, business development, and team leadership within the automotive and manufacturing sectors.

My experience focuses on opening new markets, strengthening relationships with global clients, designing profitable commercial strategies, and ensuring efficiency in strategic projects.

My goal is to join an organization where I can drive sustainable growth, strengthen client relationships, and generate measurable results in sales, profitability, and international expansion.

Education.

- Master’s Degree in Administration and Leadership – Universidad Autónoma del Noreste, Saltillo | 2012
- Bachelor’s Degree in Industrial Engineering – Instituto Tecnológico de Saltillo | 2006
- Diploma in Development of Skills for Managers and Sales Executives – ITESM, Saltillo | 2018

Languages.

Spanish: Native
English: Advanced (90%)

I redesigned the quotation model for new projects and engineering changes with OEMs such as Ford, GM, and Chrysler, expanding coverage to Europe, China, and North America.

Stellantis México (formerly Chrysler México) – WCM Cost Deployment Specialist Saltillo, Coahuila | 05/2010 – 05/2012

Upon joining, the WCM system was operated manually, generating long data capture and analysis times. Within 10 months, I developed and implemented the **first automated cost deployment system at Stellantis Mexico**, later standardized across **all plants in the country**.

This automation reduced data processing times from months to a **matter of days**, enabling real-time summaries and data-driven decision-making. I was also responsible for training all departments in the use of the system and ensuring proper implementation.

Mabe México S. de R.L. de C.V. – Productivity Leader, Dryer Line (Enterprise) Saltillo, Coahuila | 06/2008 – 05/2010

I led productivity and cost reduction projects in the GE dryer line (Enterprise), implementing material changes that generated **savings of approximately USD 25 per unit**, with reductions ranging from **USD 0.10 to USD 0.50 per component**.

These projects-maintained product quality and compliance with manufacturing standards while enabling the **transfer of dryer production from Canada to Mexico**, positioning the Saltillo plant as a key strategic manufacturing hub.

Courses and Certifications.

- Dale Carnegie Course in Leadership and Personal Values.
- *The 4 Disciplines of Execution* (Franklin Covey)
- Leadership and Stress Management – Universidad Iberoamericana.
- Complete Leadership Program – COSMA Training Center.
- Effective Negotiation Course – ITESM.

I am particularly interested in opportunities that require:

Business development and international market expansion, strategic management of OEM clients and key accounts, advanced B2B sales and international procurement negotiations, definition and monitoring of commercial KPIs, implementation of cost reduction and continuous improvement projects under methodologies such as Kaizen and WCM, and coordination of global supply chains.

I am also motivated by challenges that involve leading multidisciplinary teams, international expansion of operations, strategic sales planning, and innovation in commercial processes within the automotive, manufacturing, supply chain, and industrial services sectors.