

## Pamela Barrera Estrada

Strategic Supply Chain Leadership | Cost Optimization & EBITDA Impact | Logistics Network Design & Execution | Global Trade Compliance | Demand Planning (S&OP) | Strategic Vendor Negotiation | KPI Governance | Freight & Distribution Optimization.



### TELMEX Holding the following positions:

#### **Warehouse, Logistics & Global Trade Manager** August 2023 – Present.

In my current role, I lead the end-to-end supply chain for strategic telecommunications infrastructure materials, overseeing procurement planning through nationwide distribution across a nine-warehouse network.

I identified structural opportunities to optimize inventory levels and reduce operational costs within a high-demand environment. By redesigning supply and distribution strategies and strengthening vendor negotiations, I delivered cost savings exceeding \$1,600 MDP over two years.

Additionally, I optimized logistics routes, generating efficiencies of more than \$7.2 MDP, eliminated outsourcing by internalizing logistics operations, reducing costs by \$5.2 MDP, and developed new international trade routes that generated additional savings of \$2.6 MDP.

#### **Global Trade Lead** 2018 – 2023.

Upon assuming this role, I was tasked with structuring and professionalizing the global trade operation in a high-volume import environment. I designed and executed an international logistics strategy, aligning engineering, procurement, and operations teams to improve planning and execution.

I reduced logistics costs by more than \$10 MUSD annually, decreased air freight operations by 75% through improved demand planning, and negotiated international freight rates, generating savings of \$415K USD.

I also streamlined regulatory processes to eliminate unnecessary costs and implemented performance metrics that significantly improved global delivery times.

#### **HUAWEI Import & Export Manager** 2015 – 2018.

During my tenure, I addressed inefficiencies in customs clearance and high logistics costs. I drove operational improvements that reduced clearance times from 7 to 2 days and decreased logistics costs by 90%, generating annual savings of \$1.6 MDP.

Simultaneously, I strengthened supply chain security through supplier audits and regulatory compliance controls.

#### **GONZÁLEZ TORRES & CIA (CUSTOMS BROKERAGE) Foreign Trade Executive** 2012 – 2015.

I began my professional career managing import and export operations for more than 30 corporate clients, building a strong foundation in customs regulations and international logistics.

I successfully handled complex client accounts, improving service quality and stabilizing key business relationships, which resulted in increased client satisfaction.

### Professional Summary.

I am a Supply Chain, Logistics, and Global Trade executive with over 14 years of experience leading complex operations within multinational corporations such as Telmex and Huawei.

Throughout my career, I have specialized in cost optimization, logistics network design, and end-to-end supply chain management, delivering financial impacts exceeding \$1,600 MDP. I have led cross-functional teams, negotiated with international stakeholders, and transformed logistics operations into sustainable competitive advantages by aligning execution with strategic business objectives.

### Education.

Master's Degree in Logistics and International Trade — Universidad Anáhuac (2022–2024)

Master's Degree in Customs Law and Foreign Trade — CEJ (2019–2021)

Master's Degree in Marketing — ISEC (2014–2016)

Bachelor's Degree in International Business — ISEC (2010–2014)

### Languages.

Spanish: Native  
English: Advanced (Business Proficiency)