

**Jose Arturo de la Rosa**

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**Education**      **The University of Texas at Austin, McCombs School of Business**      May 2007  
Master of Business Administration  
Concentration in Marketing and General Management

**Universidad Iberoamericana; Mexico City, MX**      May 2003  
Bachelor of Science in Electronics and Communications Engineering

**Experience**

02/02-07/05      **Procter & Gamble - Vallejo dry laundry detergent plant**      Mexico City, MX

*Production and Distribution Planning Supervisor (03/05-07/05)*

- Led collaborative integration between operations and brand management teams to develop supply solutions for new initiatives
- Designed and implemented work process to manage data for new detergent products and artwork changes, resulting in 100% initiatives launched on time
- Conducted missed cases prioritization and initiated root cause analysis in inventory assignment system and transportation, bringing a 20% reduction in missed cases
- Created tracking system for obsolete products and trained market planning resources for Mexico business, reducing working capital by \$1MM
- Implemented safety inventory design tool from P&G global analytics department, resulting in 5% reduction in finished product inventory
- Led site enterprise resource planning pre-assessment achieving Class A rating

*Pack Materials Supply Supervisor (05/03-02/05)*

- Collaborated with new initiatives team and delivered pack materials for 1 new brand and 7 new line extensions which now represent over 8% share of Mexican dry laundry market, such as Mr.Clean, Bold, and Ariel
- Led 9-person multifunctional team loss analysis to recover \$3MM in logistic and technical improvements
- Developed 2 new suppliers resulting in 13% volume growth and product differentiation
- Managed education and training program for 30-person logistics department

*Scholar (02/02-04/03)*

- Designed railroad supply chain for key raw materials delivering \$300K in annual savings
- Created tracking tool for humidity recovery project, resulting in over \$1MM savings

**Activities**

**McCombs School of Business:**

- President: *Hispanic Graduate Business Association*
- Coordinator: *CIBER Doctoral Internationalization Consortium in Marketing*
- Member: *Graduate Marketing Network, Entrepreneur Society and MBA Soccer Club*

**Universidad Iberoamericana:**

- Led team of 3 students to design and implement the university's meteorological station
- Member: *Electronics Engineering Student Society*

**Personal**

- Completed 2 half-marathons in Mexico City. Currently training for Austin marathon
- Spanish native speaker