

Fernando Sanchez-Rodriguez

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Executive Summary

Industrial Designer with expertise in ceramic production and marketing. Graduated from the UNAM Industrial Design Research Center and led commercial and production departments at Mexico's oldest Talavera manufacturer. My expertise lies in blending traditional design, production techniques, and modern marketing strategies to create innovative products within the ceramics industry. My vision is to blend traditional design, production techniques, and modern marketing strategies to develop innovative ceramic products. I aim to transform ceramics into storytellers by inspiring them with narrative elements from cultural heritage, historical techniques, and contemporary design to inspire a new generation of ceramic enthusiasts.

Professional Experience

AZURIT Seniorenzentrum

Pflegehilfskraft (Nursing Assistant)

02/2023 – CURRENT Eiberg, Niederbayern, Germany

- Enhanced residents' well-being by fostering effective communication, collaboration, and streamlined care delivery.

Teleperformance Portugal

Web Product Implementation Specialist for Google

07/2022 – 01/2023 Lisbon, Portugal

- Empowered customers across the EMEA market to maximize the use of Google products such as Analytics, Ads, and Tag Manager by providing in-depth guidance, technical support, and tailored training within key programs.
- Redesigned the internal website with a focus on user experience, leading to improved information searchability and more efficient technical support processes.

Popular Autonomous University of the State of Puebla (UPAEP)

Professor in Digital Teaching Tools and Microsoft Office Platform

08/2008 – 05/2022 Puebla, Mexico

- Taught undergraduate students to effectively use various digital tools, enhancing their technical skills and digital proficiency.
- Enhanced undergraduate students' problem-solving skills by delivering interactive training on Office 365, utilizing real-case simulations for practical application.

Uriarte Talavera (Fine Local Traditional Ceramics)

Manufacturing Manager

02/2016 – 06/2019 Puebla, Mexico

- Optimized supply chain by implementing KPIs, data analysis, and performance metrics, reducing production lead time by 20% and increasing overall production efficiency by 15%.
- Improved client satisfaction by 15% in NPS through the creation of a Quality Assurance Department, implementation of the 5S methodology, and development of the "Guide for Quality Assurance on Talavera Pieces."
- Streamlined manufacturing processes by designing an internal website that centralized key information for analysis, decision-making, and continuous improvement.
- Led production activities to ensure optimal plant operations, focusing on product delivery, quality, efficiency, cost control, and maximizing production capacity, while ensuring compliance with company policies.
- Standardized production schedules by monitoring material flow, updating manufacturing costs, and aligning delivery times with product classifications to meet commercial demand.
- Implemented and managed the equipment maintenance program, ensuring sufficient resources for uninterrupted operations.
- Collaborated with the Commercial department on R&D initiatives for new product development.

Business Manager

04/2012 – 01/2016 Puebla, Mexico

- Developed and executed a strategic marketing innovation plan that introduced new packaging designs and social media engagement strategies, driving a 30% increase in annual sales revenue over 4 years.
- Utilized a data-driven approach to identify and attract new clients, resulting in a 20% expansion of the client portfolio by aligning business goals with targeted sales strategies.
- Empowered sales leadership by launching a sales administration website with performance dashboards, enabling data-driven decision-making for the commercial team.
- Led design and sales innovations in tiles, securing Tile Council of North America membership and increasing brand visibility through participation in trade shows.
- Managed a diverse international clientele across North and South America and Europe, collaborating with artists and designers to create bespoke products.
- Developed and implemented comprehensive sales strategies, budgets, and forecasts to ensure alignment with company objectives.
- Oversaw national and international sales operations, managing distributors locally and abroad to expand market reach.
- Collaborated with IT teams to enhance systems performance and ensure data security.

Institute for Social Security and Services for Mexican State Workers (ISSSTE)

IT Department Manager

07/1995 – 12/2011 Puebla, Mexico

- Led and managed IT systems and personnel across the state of Puebla, ensuring seamless operations and technology support.
- Spearheaded a state-wide project that connected 38 medical and administrative units to the Central Office in Mexico City by relocating institutional networks, telecommunications, and surveillance equipment.
- Coordinated the implementation of the Electronic Medical Record Program, enabling digital clinical history records for beneficiaries, which enhanced healthcare efficiency and service quality.
- Supervised the installation of the cabling system for the new delegation headquarters, mapping 370 voice and data nodes to optimize service delivery in administrative offices.
- Developed and implemented an IT training curriculum that equipped 120 employees with the skills to resolve basic IT issues, reducing end-user response time by 50% within six months.

Education

[Academic Record](#)

Google Career Certificates Coursera Inc.

Google Data Analytics and Google User Experience (UX) Design Certificates

Ministry of Culture of the Municipal Institute of Art and Culture in Puebla (IMACP)

Cross-Cultural Management Diploma

Meritorious Autonomous University of Puebla (BUAP)

Computer Systems Management Diploma

Iberoamerican University, Gulf Center Campus (UIA)

Strategic Marketing Diploma

National Autonomous University of Mexico (UNAM)

Industrial Design Degree

Additional Information

Language

Spanish native speaker, fluent in English, and basic German

Personal web

<https://fernandosrsan.wixsite.com/fernandosarrio>

Professional profile

[//Europass: www.europass.2024](https://Europass: www.europass.2024)

Skills

• Leadership Vision • Ceramic processes • Project management • Personal Management • Time management • Customer Service • Advanced computer skills • Digital Consultant • Communication Skills • Negotiating • Detailed Oriented • Empathy