

Postgraduate Certificate Lean Management in Purchasing Processes





Postgraduate Certificate Lean Management in Purchasing Processes

- » Modality: Online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Accreditation: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/lean-management-purchasing-processes

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01

Introduction to the Program

Studies by the World Bank and the International Maritime Organization estimate that logistical delays result in losses of nearly \$350 billion annually in global trade. The Postgraduate Certificate in Lean Management in Purchasing Processes helps reduce this impact by optimizing purchasing planning, inventory management, and coordination with suppliers. In an increasingly competitive environment, there is a growing demand for professionals capable of applying Lean principles to shorten lead times, eliminate waste, and strengthen operational efficiency. Aware of this reality, TECH Global University offers this 100% online program, with a practical and up-to-date approach that enhances the ability to design more agile and sustainable purchasing processes.





“

You will implement Lean Management techniques in purchasing processes: proven methods to reduce costs, improve lead times, and optimize supplier relationships. A 100% online university program designed for professionals seeking real impact”

The current global environment demands that organizations optimize their processes to stay competitive, especially in purchasing and supply chain management. The growing complexity of markets and fluctuations in demand require efficient methods that reduce waste and improve responsiveness. Additionally, the pressure to lower costs and increase customer satisfaction drives the adoption of more agile and flexible models. The Lean Management approach presents itself as a strategic solution to transform purchasing management, eliminating activities that do not add value and enhancing collaboration with suppliers. In this context, it is essential to master methodologies that facilitate the effective and sustainable design and application of these processes.

The curriculum of this Postgraduate Certificate covers everything from the fundamentals of Lean Management, including its history, principles, and tools, to the specific application of Lean Six Sigma in purchasing. It delves into the purchasing and procurement function, with an emphasis on the value chain, strategy development, and risk analysis through the Kraljic Matrix. Strategic purchasing management is another pillar of the course, considering alignment with business strategy and defining key performance indicators (KPIs) to measure efficiency. This comprehensive approach allows students to understand both theory and practice, preparing them to implement effective Lean models that drive competitiveness and sustainability in any organization.

The methodology at TECH Global University combines flexibility and rigor, offering a 100% online program that adapts to different profiles and schedules. The content is presented through updated teaching materials, practical case studies, and interactive resources that facilitate the immediate understanding and application of concepts. Moreover, the support of a faculty team of experts with extensive experience ensures specialized, results-oriented training. This model promotes the development of concrete competencies in Lean Management applied to purchasing processes, driving efficiency, cost reduction, and continuous improvement in logistics operations.

This **Postgraduate Certificate in Lean Management in Purchasing Processes** contains the most complete and up-to-date university program on the market. Its most notable features are:

- ♦ The development of practical cases presented by experts in Lean Management in Purchasing Processes.
- ♦ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an internet connection



Mastery of the Kraljic Matrix to prioritize suppliers, manage risks, and align purchasing with corporate strategy. Smart decisions, direct impact on the supply chain”

“

Application of the Relearning Methodology from TECH Global University: applied practice, 100% online, with no fixed schedules. Results from the very first module”

The faculty includes professionals from the Lean Management in Purchasing Processes field, sharing their real-world experience in this program, along with renowned specialists from leading companies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. For this purpose, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts.

You will apply Six Sigma in purchasing: an infallible methodology to eliminate waste, measure quality, and maximize operational efficiency.

You will analyze value chains and define strategic purchasing to respond to demanding logistics environments.



02

Why Study at TECH?

TECH is the world's largest online university. With an impressive catalog of more than 14,000 university programs, available in 11 languages, it is positioned as a leader in employability, with a 99% job placement rate. In addition, it has a huge faculty of more than 6,000 professors of the highest international prestige.



“

Study at the largest online university in the world and ensure your professional success. The future begins at TECH”

The world's best online university, according to FORBES

The prestigious Forbes magazine, specialized in business and finance, has highlighted TECH as "the best online university in the world" This is what they have recently stated in an article in their digital edition in which they echo the success story of this institution, "thanks to the academic offer it provides, the selection of its teaching staff, and an innovative learning method oriented to form the professionals of the future".

Forbes

The best online university in the world

The most complete **syllabus**

The most complete syllabuses on the university scene

TECH offers the most complete syllabuses on the university scene, with programs that cover fundamental concepts and, at the same time, the main scientific advances in their specific scientific areas. In addition, these programs are continuously updated to guarantee students the academic vanguard and the most demanded professional skills. and the most in-demand professional competencies. In this way, the university's qualifications provide its graduates with a significant advantage to propel their careers to success.

The best top international faculty

TECH's faculty is made up of more than 6,000 professors of the highest international prestige. Professors, researchers and top executives of multinational companies, including Isaiah Covington, performance coach of the Boston Celtics; Magda Romanska, principal investigator at Harvard MetaLAB; Ignacio Wistumba, chairman of the department of translational molecular pathology at MD Anderson Cancer Center; and D.W. Pine, creative director of TIME magazine, among others.

TOP
international faculty



The most effective methodology

A unique learning method

TECH is the first university to use Relearning in all its programs. This is the best online learning methodology, accredited with international teaching quality certifications, provided by prestigious educational agencies. In addition, this innovative academic model is complemented by the "Case Method", thereby configuring a unique online teaching strategy. Innovative teaching resources are also implemented, including detailed videos, infographics and interactive summaries.

The world's largest online university

TECH is the world's largest online university. We are the largest educational institution, with the best and widest digital educational catalog, one hundred percent online and covering most areas of knowledge. We offer the largest selection of our own degrees and accredited online undergraduate and postgraduate degrees. In total, more than 14,000 university programs, in ten different languages, making us the largest educational institution in the world.

World's No.1
The World's largest online university

The official online university of the NBA

TECH is the official online university of the NBA. Thanks to our agreement with the biggest league in basketball, we offer our students exclusive university programs, as well as a wide variety of educational resources focused on the business of the league and other areas of the sports industry. Each program is made up of a uniquely designed syllabus and features exceptional guest hosts: professionals with a distinguished sports background who will offer their expertise on the most relevant topics.

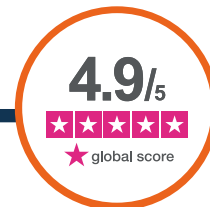
Leaders in employability

TECH has become the leading university in employability. Ninety-nine percent of its students obtain jobs in the academic field they have studied within one year of completing any of the university's programs. A similar number achieve immediate career enhancement. All this thanks to a study methodology that bases its effectiveness on the acquisition of practical skills, which are absolutely necessary for professional development.



Google Premier Partner

The American technology giant has awarded TECH the Google Premier Partner badge. This award, which is only available to 3% of the world's companies, highlights the efficient, flexible and tailored experience that this university provides to students. The recognition not only accredits the maximum rigor, performance and investment in TECH's digital infrastructures, but also places this university as one of the world's leading technology companies.



The top-rated university by its students

Students have positioned TECH as the world's top-rated university on the main review websites, with a highest rating of 4.9 out of 5, obtained from more than 1,000 reviews. These results consolidate TECH as the benchmark university institution at an international level, reflecting the excellence and positive impact of its educational model.



03 Syllabus

This Postgraduate Certificate from TECH Global University structures its curriculum to offer a balance between theory and practice in Lean Management applied to purchasing. The modules include the analysis of methodologies to optimize processes, identifying areas for improvement in the supply chain, and applying tools that facilitate strategic decision-making. Risk management and the alignment of purchasing with business objectives to address challenges in the global logistics environment are also covered. Furthermore, the program enhances the ability to implement sustainable improvements that increase efficiency and reduce costs in the supply chain.





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You will elevate your professional impact by applying Lean principles to reduce waste and improve operational efficiency”

Module 1. Project and Quality Management for Buyers

- 1.1. Lean Management
 - 1.1.1. What is Lean Management?
 - 1.1.2. History of the Lean Methodology
 - 1.1.3. Foundations of Lean Methodology
 - 1.1.4. Principles of Lean Management
 - 1.1.5. Stages in Lean Implementation
 - 1.1.6. Lean Management Tools
 - 1.1.7. Recommendations for Implementing a Lean Management System
 - 1.1.8. Lean Activities
 - 1.1.9. Benefits of the Lean System
- 1.2. Lean Six Sigma in Purchasing Processes
 - 1.2.1. Lean Six Sigma
 - 1.2.1.1. Six Sigma Principles
 - 1.2.1.2. Six Sigma Human Structure
 - 1.2.1.3. Six Sigma Process
 - 1.2.2. Lean Six Sigma in Purchasing

Module 2. Purchasing and Supply Management

- 2.1. Purchasing and the Value Chain
 - 2.1.1. The 5 A's
 - 2.1.2. The Retail Cycle
 - 2.1.3. Michael Porter's Value Chain
 - 2.1.4. Purchasing and Supply in the Luxury Sector
- 2.2. Purchasing Strategy Development
 - 2.2.1. Example of a Purchasing Plan
 - 2.2.2. Variations in the Purchasing Plan
 - 2.2.3. Specific Tasks for Developing a Purchasing Plan
 - 2.2.4. The Casanovas Criteria



Module 3. Strategic Purchasing Management

- 3.1. Strategic Purchasing Management
 - 3.1.1. Business Strategy
 - 3.1.2. Strategic Planning
 - 3.1.2.1. Levels of Strategic Management
 - 3.1.3. Purchasing Strategy
 - 3.1.3.1. Function and Alignment of Purchasing
 - 3.1.3.2. Factors for Strategic Purchasing Management
 - 3.1.3.3. Purchasing Policy
 - 3.1.3.4. Value of Purchasing
 - 3.1.3.5. Strategic Purchasing Plan
- 3.2. Lean Management in Purchasing Processes
 - 3.2.1. Lean Management
 - 3.2.2. Lean Management in Purchasing
 - 3.2.2.1. Main Lean Concepts in Purchasing
 - 3.2.3. Benefits of Implementing Lean in Purchasing
 - 3.2.4. Key Indicators in a Lean Purchasing Model
- 3.3. Designing a Purchasing Strategy
 - 3.3.1. Strategic Purchasing Plan
 - 3.3.2. Principles of Strategic Purchasing Management
 - 3.3.2.1. Internal Analysis
 - 3.3.2.2. Defining Strategy
 - 3.3.2.3. Strategy Implementation
 - 3.3.3. Kraljic Matrix
 - 3.3.3.1. Types of Products
 - 3.3.3.2. Applicable Strategies
 - 3.3.3.3. Risk Calculation

04

Teaching Objectives

This Postgraduate Certificate from TECH Global University will provide a comprehensive view of Lean Management applied to purchasing processes, allowing students to identify key areas for optimizing efficiency and reducing waste. Through a practical and strategic approach, this program will facilitate the analysis of methodologies such as Lean Six Sigma, evaluate management tools, and design action plans that align purchasing with business objectives. In this way, effective solutions will be applied to tackle logistical challenges, improve coordination with suppliers, and enhance sustainability in the supply chain.



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You will manage key indicators to optimize processes and make decisions aligned with global efficiency”



General Objectives

- ◆ Understand the fundamentals and principles of Lean Management and its application in purchasing processes to optimize operational efficiency
- ◆ Analyze the Lean Six Sigma methodology and its integration in purchasing management to improve quality and reduce waste
- ◆ Identify the functions and responsibilities of purchasing and procurement within the business value chain
- ◆ Develop purchasing strategies aligned with organizational objectives through planning and risk evaluation
- ◆ Apply tools and techniques to design strategic purchasing plans that improve competitiveness and sustainability
- ◆ Evaluate key indicators to measure performance in Lean models applied to purchasing processes
- ◆ Implement the Kraljic Matrix to classify products and define procurement strategies according to risk levels
- ◆ Integrate strategic management concepts with Lean practices to promote continuous improvement in the supply chain





Specific Objectives

Module 1. Project and Quality Management for Buyers

- ♦ Identify the principles and stages of implementing Lean Management in purchasing processes
- ♦ Analyze the Lean tools and activities applied to continuous improvement in project management
- ♦ Understand the Lean Six Sigma methodology and its structure to optimize purchasing processes
- ♦ Apply Lean recommendations and techniques to increase quality and reduce waste in acquisitions

Module 2. Purchasing and Supply Management

- ♦ Explain the relationship between purchasing and the value chain, including concepts like the 5 A's and the retail cycle
- ♦ Evaluate specific strategies for purchasing and procurement in different sectors, such as the luxury sector
- ♦ Develop comprehensive purchasing plans considering variations and key decision-making criteria
- ♦ Analyze specific tasks for the effective management of purchasing and its impact on the supply chain

Module 3. Strategic Purchasing Management

- ♦ Describe the levels of strategic management and their application in the corporate purchasing function
- ♦ Evaluate factors and policies for designing and aligning the purchasing strategy with corporate objectives
- ♦ Implement key indicators and Lean models to measure and improve efficiency in purchasing processes
- ♦ Apply the Kraljic matrix to classify products, define strategies, and calculate risks in purchasing management



Analyze value chains and define strategic purchasing to respond to demanding logistics environments”

06

Study Methodology

TECH is the world's first university to combine the **case study** methodology with **Relearning**, a 100% online learning system based on guided repetition.

This disruptive pedagogical strategy has been conceived to offer professionals the opportunity to update their knowledge and develop their skills in an intensive and rigorous way. A learning model that places students at the center of the educational process giving them the leading role, adapting to their needs and leaving aside more conventional methodologies.



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TECH will prepare you to face new challenges in uncertain environments and achieve success in your career”

The student: the priority of all TECH programs

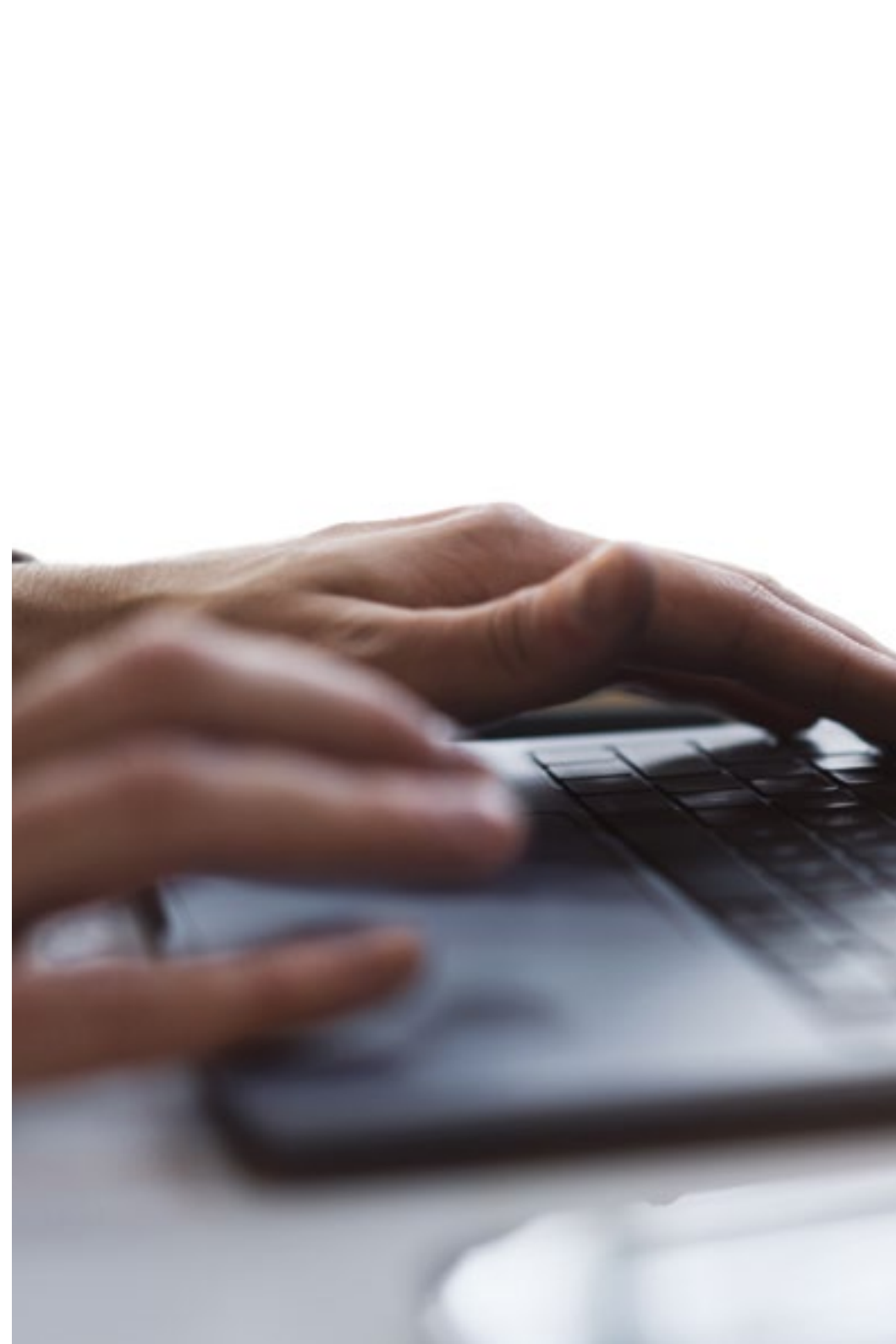
In TECH's study methodology, the student is the main protagonist.

The teaching tools of each program have been selected taking into account the demands of time, availability and academic rigor that, today, not only students demand but also the most competitive positions in the market.

With TECH's asynchronous educational model, it is students who choose the time they dedicate to study, how they decide to establish their routines, and all this from the comfort of the electronic device of their choice. The student will not have to participate in live classes, which in many cases they will not be able to attend. The learning activities will be done when it is convenient for them. They can always decide when and from where they want to study.

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*At TECH you will NOT have live classes
(which you might not be able to attend)”*



The most comprehensive study plans at the international level

TECH is distinguished by offering the most complete academic itineraries on the university scene. This comprehensiveness is achieved through the creation of syllabi that not only cover the essential knowledge, but also the most recent innovations in each area.

By being constantly up to date, these programs allow students to keep up with market changes and acquire the skills most valued by employers. In this way, those who complete their studies at TECH receive a comprehensive education that provides them with a notable competitive advantage to further their careers.

And what's more, they will be able to do so from any device, pc, tablet or smartphone.

“*TECH's model is asynchronous, so it allows you to study with your pc, tablet or your smartphone wherever you want, whenever you want and for as long as you want*”

Relearning Methodology

At TECH, case studies are enhanced with the best 100% online teaching method: Relearning.

This method breaks with traditional teaching techniques to put the student at the center of the equation, providing the best content in different formats. In this way, it manages to review and reiterate the key concepts of each subject and learn to apply them in a real context.

In the same line, and according to multiple scientific researches, reiteration is the best way to learn. For this reason, TECH offers between 8 and 16 repetitions of each key concept within the same lesson, presented in a different way, with the objective of ensuring that the knowledge is completely consolidated during the study process.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.



A 100% online Virtual Campus with the best teaching resources

In order to apply its methodology effectively, TECH focuses on providing graduates with teaching materials in different formats: texts, interactive videos, illustrations and knowledge maps, among others. All of them are designed by qualified teachers who focus their work on combining real cases with the resolution of complex situations through simulation, the study of contexts applied to each professional career and learning based on repetition, through audios, presentations, animations, images, etc.

The latest scientific evidence in the field of Neuroscience points to the importance of taking into account the place and context where the content is accessed before starting a new learning process. Being able to adjust these variables in a personalized way helps people to remember and store knowledge in the hippocampus to retain it in the long term. This is a model called Neurocognitive context-dependent e-learning that is consciously applied in this university qualification.

In order to facilitate tutor-student contact as much as possible, you will have a wide range of communication possibilities, both in real time and delayed (internal messaging, telephone answering service, email contact with the technical secretary, chat and videoconferences).

Likewise, this very complete Virtual Campus will allow TECH students to organize their study schedules according to their personal availability or work obligations. In this way, they will have global control of the academic content and teaching tools, based on their fast-paced professional update.



The online study mode of this program will allow you to organize your time and learning pace, adapting it to your schedule”

The effectiveness of the method is justified by four fundamental achievements:

1. Students who follow this method not only achieve the assimilation of concepts, but also a development of their mental capacity, through exercises that assess real situations and the application of knowledge.
2. Learning is solidly translated into practical skills that allow the student to better integrate into the real world.
3. Ideas and concepts are understood more efficiently, given that the example situations are based on real-life.
4. Students like to feel that the effort they put into their studies is worthwhile. This then translates into a greater interest in learning and more time dedicated to working on the course.

The university methodology top-rated by its students

The results of this innovative teaching model can be seen in the overall satisfaction levels of TECH graduates.

The students' assessment of the teaching quality, the quality of the materials, the structure of the program and its objectives is excellent. Not surprisingly, the institution became the top-rated university by its students according to the global score index, obtaining a 4.9 out of 5.

Access the study contents from any device with an Internet connection (computer, tablet, smartphone) thanks to the fact that TECH is at the forefront of technology and teaching.

You will be able to learn with the advantages that come with having access to simulated learning environments and the learning by observation approach, that is, Learning from an expert.



As such, the best educational materials, thoroughly prepared, will be available in this program:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

This content is then adapted in an audiovisual format that will create our way of working online, with the latest techniques that allow us to offer you high quality in all of the material that we provide you with.



Practicing Skills and Abilities

You will carry out activities to develop specific competencies and skills in each thematic field. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop within the framework of the globalization we live in.



Interactive Summaries

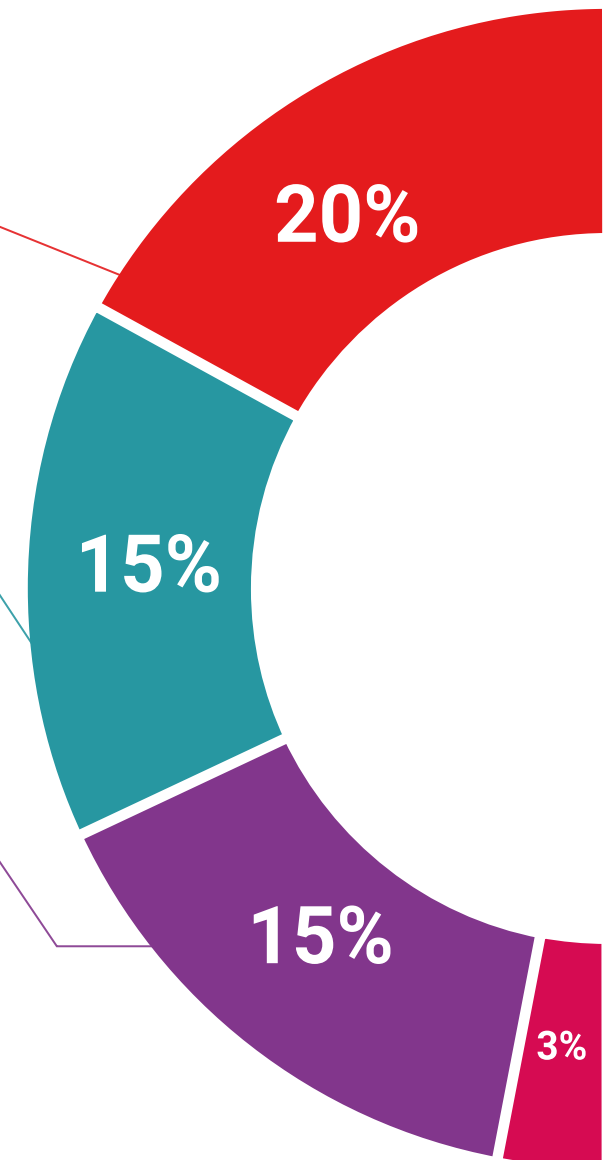
We present the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

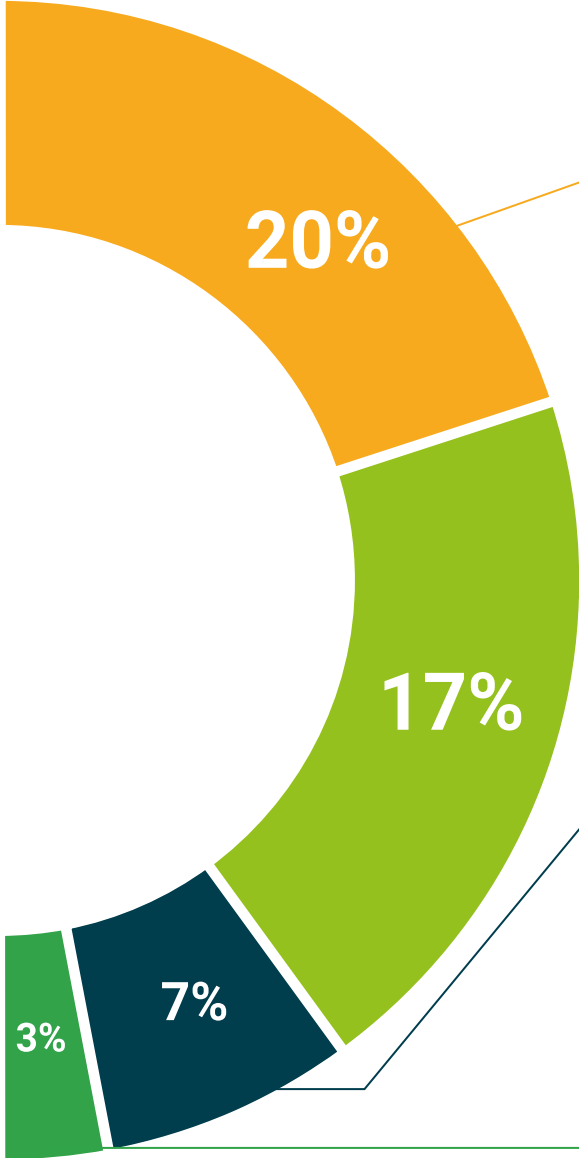
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Additional Reading

Recent articles, consensus documents, international guides... In our virtual library you will have access to everything you need to complete your education.





Case Studies

Students will complete a selection of the best case studies in the field. Cases that are presented, analyzed, and supervised by the best specialists in the world.



Testing & Retesting

We periodically assess and re-assess your knowledge throughout the program. We do this on 3 of the 4 levels of Miller's Pyramid.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.
Learning from an expert strengthens knowledge and memory, and generates confidence for future difficult decisions.



Quick Action Guides

TECH offers the most relevant contents of the course in the form of worksheets or quick action guides. A synthetic, practical and effective way to help students progress in their learning.



06

Teaching Staff

Led by a team of experts in Lean Management and strategic purchasing management, this Postgraduate Certificate guarantees high-quality guidance focused on process optimization and operational efficiency. This group of professionals will provide a practical and up-to-date perspective that will facilitate the development of key competencies to address challenges in the global supply chain. Additionally, the faculty's experience will enrich your knowledge, offering a comprehensive and current perspective that supports the effective application of Lean methodologies in purchasing processes.





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You will have access to a leading faculty team that will provide a global vision and real-world experience in strategic purchasing”

International Guest Director

Mahmoud Shama is an executive with extensive experience in supply chain leadership and management. His track record is internationally recognized for his ability to implement comprehensive strategies that optimize costs, drive efficiencies, ensure regulatory compliance and deliver a high level of service quality and customer satisfaction.

In his professional career dedicated to the field of logistics, he has worked in a variety of tasks. These include supply and demand planning, as well as the application of S&OP keys, inventory control, purchasing, warehousing, and network analysis, among others. At the same time, this expert is characterized by an unquestionable capacity for leadership and motivation of the employees under his charge. As a result, he has become a reference for the most important multinationals- in the world.

With Red Bull, Mahmoud Shama has held various positions, mainly as Senior Supply Chain Director. Specifically, he has been dedicated to improving forecast accuracy and minimizing waste. At the same time, he has ensured the development of rigorous inventory management.

Other corporations where this specialist has worked include Mondelēz International, as Director of Demand Planning for North America and as Senior Manager of Customer Service and Logistics. From these positions he has directed XC&L's global strategy, also overseeing the outsourced manufacturing of some of the brand's most distinctive products. In addition, his experience in other brands such as Johnson & Johnson, Kraft Foods Group, Cadbury and PepsiCo, has allowed him to accumulate knowledge and direct perspectives on the different methodologies and technologies that promote more productive and organized operating environments. Moreover, this executive holds an MBA in Business, which, coupled with his technical expertise, reinforces his business acumen.



Mr. Shama, Mahmoud

- Senior Director of Supply Chain, Red Bull, California, USA
- Director of Demand Planning for North America at Mondelēz International
- Director of Global Planning and S&OP at Johnson & Johnson
- Director of Customer Service and Logistics at Mondelēz International
- Director of Product Supply and S&OP Leader at Kraft Foods Group
- Planning, S&OP and MENA Project Manager at Cadbury
- Director of Materials Planning and Purchasing at PepsiCo
- MBA in Business at Maastricht School of Management
- B.Sc. in Mechanical Engineering from the American University in Cairo

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Thanks to TECH, you will be able to learn with the best professionals in the world"

International Guest Director

With over 20 years of experience in designing and leading global talent acquisition teams, Jennifer Dove is an expert in recruitment and technology strategy. Throughout her career, she has held senior positions in several technology organizations within *Fortune 50* companies such as NBCUniversal and Comcast. Her background has allowed her to excel in competitive, high-growth environments.

As Vice President of Talent Acquisition at Mastercard she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and Human Resources Managers to meet operational and strategic hiring objectives. In particular, she aims to build diverse, inclusive and high-performing teams that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for amplifying Mastercard's employer brand and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of Human Resources professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in Organizational Communication from the University of Miami, she has held management positions in recruitment for companies in various areas.

On the other hand, it has been recognized for its ability to lead organizational transformations, integrate technologies into recruitment processes and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented occupational wellness programs that have significantly increased employee satisfaction and retention.



Ms. Dove, Jennifer

- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Degree in Organizational Communication from the University of Miami

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TECH counts with a distinguished and specialized group of International Guest Directors, with important leadership roles in the most cutting-edge companies in the global market”.

International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.



Mr. Gauthier, Rick

- Regional IT Director at Amazon, Seattle, United States
- Senior Program Manager at Amazon
- Vice President of Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- Degree in Environmental Studies from The Evergreen State College

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Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice”

International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations to **improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT**, **employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting a "cost-effective decarbonization"** and **overhauling** a fragmented **data, digital and technology** landscape. Therefore, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce**.



Mr. Arman, Romi

- ♦ Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- ♦ Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- ♦ Bachelor's Degree from the University of Leeds
- ♦ Postgraduate Degree in Business Applications of AI for Senior Executives from the London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ Executive Digital Transformation Course by IMD

“

Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige”

International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, in Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



Mr. Arens, Manuel

- Global Procurement Manager at Google, Mountain View, United States
- Senior Manager, B2B Analytics and Technology, Google, United States
- Sales Director at Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager at Google, Ireland
- Accounts Payable at Eaton, United Kingdom
- Supply Chain Manager at Airbus, Germany

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International Guest Director

Andrea La Sala is an experienced Marketing executive whose projects have had a significant impact on the Fashion environment. Throughout his successful career he has developed different tasks related to Product, Merchandising and Communication. All of this linked to prestigious brands such as Giorgio Armani, Dolce&Gabbana, Calvin Klein, among others.

The results of this high-profile international executive have been linked to his proven ability to synthesize information in clear frameworks and execute concrete actions aligned to specific business objectives. In addition, he is recognized for his proactivity and adaptability to fast-paced work rhythms. To all this, this expert adds a strong commercial awareness,, market vision and a genuine passion for products.

As Global Brand and Merchandising Director at Giorgio Armani, he has overseen a variety of Marketing strategies for apparel and accessories. His tactics have also focused on the retail environment and consumer needs and behavior. In this role, La Sala has also been responsible for shaping the commercialization of products in different markets, acting as team leader in the Design, Communication and Sales departments..

Furthermore, in companies such as Calvin Klein or Gruppo Coin, he has undertaken projects to boost the structure, and development of different collections. In turn, he has been in charge of creating effective calendars for buying and selling campaigns.

He has also been in charge of the terms, costs, processes and delivery times of different operations.

These experiences have made Andrea La Sala one of the main and most qualified corporate leaders in Fashion and Luxury. A high managerial capacity with which he has managed to effectively implement the positive positioning of different brands and redefine their key performance indicators (KPIs).



Mr. La Sala, Andrea

- ♦ Global Brand & Merchandising Director of Armani Exchange at Giorgio Armani, Milan, Italy
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce&Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A.
- ♦ Market Analyst at Fastweb
- ♦ Degree in Business and Economics from the University of Eastern Piedmont

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International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision-making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Café platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge skill. Because of this, he has come to be considered a **born leader** of the new **global economy**, centered on the drive for data and its infinite possibilities.



Mr. Gram, Mick

- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Director of Business Intelligence at Capgemini
- ♦ Chief Analyst at Nordea
- ♦ Senior Business Intelligence Consultant at SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-Commerce at the University of Copenhagen
- ♦ Bachelor's and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and **trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.



Mr. Stevenson, Scott

- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment
- Master's Degree in Creative Writing from the University of California
- Bachelor's Degree in Telecommunications from the University of Florida

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International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.



Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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