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Spain.

Project Management & Transformation | Commercial Strategy & Operations

Senior Project & Transformation Leader with 15+ years driving operational and commercial excellence in FMCG and Automotive sector. Expert in end-to-end project management, PMO governance, and cross-functional leadership, delivering measurable business impact through productivity gains, cost optimization, and digital transformation. Certified Scrum Master and Lean Green Belt with strong experience in matrix organizations and executive reporting.

Skills

Project Management | PMO Governance | Business & Digital | Transformation | Operational Excellence | Lean | Kaizen | Agile | Scrum | GTM Strategy | P&L Management | Cost Optimization | Change Management | Cross-functional Leadership | Process Improvement | Productivity | Commercial Strategy | Data-driven Decision Making | Stakeholder Management.

Professional Experience

Commercial Strategy & Efficiency Leader

Mar 2024 – Oct 2025

PEPSICO (Consumer Goods), Chile

Executive role leading end-to-end commercial transformation agenda, owning GTM strategy, productivity roadmap, and tech-enabled execution across direct and indirect channels, with full accountability for financial impact, scalability, and operational performance.

Key achievements:

- Delivered \$4.1M in productivity gains and secured \$5.8M in transformation funding through prioritization, business cases, and execution governance
- Redesigned service models and route-to-market for 90%+ branches, reducing cost-to-serve and unprofitable routes to <2%
- Led ERP, Sales Force & MC1 improvements, cutting process waiting times and accelerating customer response by 25%
- Built and led cross-functional teams, ensuring 95%+ on-time delivery of strategic initiatives

Regional Productivity & Efficiency Projects Lead | Southern Cone (Chile, Argentina, Uruguay, Paraguay)

Aug 2022 – Mar 2024

Regional transformation leadership role, responsible for designing and executing productivity and efficiency strategy across multiple countries, partnering with BU leaders, Finance, and COEs to translate strategy into measurable business results.

Key achievements:

- Designed and led regional productivity strategy, partnering with BU leaders and COEs across multiple countries
- Reduced operational field staff by 18% while improving service levels and replenishment times by 35%
- Implemented PMO governance across 90%+ of projects, achieving 95% on-time/on-budget delivery
- Secured 1.25M USD in regional funding, turning strategic initiatives into scalable, funded execution programs
- Established financial control routines, delivering ~7% recurring monthly savings

Commercial Strategy Manager | Chile

Jun 2021 – Sep 2022

PORSCHE INTER AUTO / PORSCHE HOLDING – Automotive

Senior operational and commercial leadership role, fully accountable for P&L, service operations, customer experience, and insurer relationships across light and heavy repair workshops.

Key achievements

- Owned P&L and operational performance of multi-site workshops, improving gross billing by 23% YoY through commercial discipline and capacity optimization
- Redesigned claims management and unit-tracking processes, boosting traceability by 98% and accelerating monthly billing cycles by 15%
- Integrated Operations and Administration & Control, cutting duplication and increasing operational efficiency by 22% without service disruption
- Built strategic insurer partnerships (BCI, Reale, HDI, Zurich), increasing workload, utilization, and recurring revenue

Transformation & Efficiency Projects Manager | Chile

May 2020 – Jun 2021

Executive transformation role leading the operational merger of light and heavy workshops, owning integration strategy, operating model design, and performance ramp-up under high uncertainty.

Key achievements

- Led post-merger operational integration, unifying three organizations into a single operating model with standardized processes and governance
- Stabilized operations and ramped profitability, achieving 180% revenue growth in 7 months and surpassing break-even ahead of plan
- Designed crisis operating model during COVID-19, ensuring continuity across logistics, suppliers, and workforce safety
- Built commercial platform with top insurers, securing recurring revenue streams and sustainable demand

Administration, & Finance Manager | Co-Founder | Chile

Nov 2017 – Apr 2020

TURAGUA MOTORS SPA – Automotive

Co-founder role with full accountability for finance, operations, HR, and business model design, building a scalable, profitable automotive services business from scratch.

Key achievements

- Built a scalable automotive services business from scratch, achieving 60% of projections despite social unrest & COVID
- Designed end-to-end business model, financial plan, and administrative processes, reducing errors 40%
- Developed supplier & parts network, sustaining 30%+ gross margins
- Launched new revenue streams, delivering 20% quarterly growth

Fleet & Distribution Strategy Manager | Chile

Jul 2015 – Nov 2017

Porsche Chile SpA (Automotive)

Owned the strategy, governance, and P&L performance of the Fleet business unit, integrating operations, finance, dealer network management, and commercial development. Led cross-functional programs to optimize logistics, maintenance costs, and administrative processes, strengthening operational traceability and business scalability. Built the B2B digital channel to accelerate fleet monetization and dealer engagement.

Key Achievements

- Redesigned the Fleet business model, transforming it into a profitable strategic unit with a 360° value proposition (employees, after-sales, used vehicle sales). Defined Fleet Policy, governance model, and standard operating protocols, enabling transparent, KPI-driven management aligned with business objectives
- Established the first Annual Operating Plan (AOP) for the business unit, embedding strategic planning, budget control, and performance management under PMO governance
- Led multi-channel commercial bidding processes (retail, B2B, auctions), maximizing residual value and reversing negative margins to +3% profitability.
- Implemented operational control plans based on route optimization, fleet efficiency, and strategic fuel alliances, reducing activation and operating costs by 12%

Service Operations & Warranty Strategy Lead | Chile

Dec 2014 – Jul 2015

Automotora Puig (Automotive)

Led Service Operations governance and end-to-end Warranty Management, acting as Control Tower for technical workflows, KPIs, and critical incident resolution. Drove continuous improvement across productivity, cycle time, service quality, and post-service satisfaction. Managed strategic relationships with suppliers and external workshops, aligning operational performance with commercial and customer experience objectives.

Key Achievements

- Designed and implemented warranty tracking, validation, and control frameworks, reducing after-sales related accounts receivable by 75%
- Led strategic negotiations with the importer to recover previously rejected warranty claims, recovering USD 30.7K and strengthening the commercial partnership

Innovation & Product Development Project Manager | Venezuela

Feb 2011 – Mar 2014

General Motors (Automotive)

Led cross-functional strategic programs under PMO governance, managing regulatory permits for vehicle importation and commercialization in compliance with technical and legal frameworks. Owned end-to-end delivery of innovation initiatives (bi-fuel gasoline-CNG vehicles and armored units), coordinating suppliers, regulators, and internal stakeholders. Drove product and accessory development to strengthen the commercial value proposition and dealer enablement.

Key Achievements

- Implemented project performance frameworks across business areas, ensuring on-time, on-scope delivery of strategic initiatives
- Reduced regulatory approval lead times for new product launches by 7% through process optimization and proactive stakeholder management
- Led planning, execution, and control of high-impact innovation programs (bi-fuel vehicles and armored units), managing scope, cost, timelines, and risk under PMO standards

Component Strategy & After-Sales Optimization Engineer | Venezuela

Feb 2011 – Mar 2014

General Motors (Automotive)

Owned technical strategy for Powertrain and After-Sales components, managing OEM and aftermarket parts lifecycle. Led technical incident governance, supplier coordination, and on-site deployment of design and operational improvements. Focused on cost optimization, supply chain resilience, and commercial availability of critical components.

Key Achievements

- Developed and validated locally manufactured components (engine oil and air filters), reducing import costs by 30% and increasing gross margin
- Optimized nationwide spare parts availability, improving service lead times and customer satisfaction through local sourcing and operational redesign

EARLY CAREER – INDUSTRIAL & ENGINEERING ROLES

Oct 2007 – Feb 2011

Chrysler | DANA | Pro Security

Progressive career across operations, engineering, continuous improvement, supply chain, and product development within multinational automotive and industrial environments, building a strong hands-on foundation for executive leadership.

Key achievements

- Delivered measurable operational improvements through Lean, Kaizen, and automation projects, reducing defects and customer claims by 20%+ and improving productivity by 10%–20%
- Led complex cross-functional engineering and compliance initiatives (including bi-fuel vehicles, armored units, and regulatory approvals), accelerating time-to-market and reducing approval lead times
- Recovered and protected material value by designing quality recovery protocols, preventing \$75K+ in losses and strengthening client trust
- Built strong operational and supplier ecosystems, standardizing processes, improving availability, and scaling partnerships to support business growth

Education

- Diploma: Artificial Intelligence apply to enterprice strategy. Kellogg School of Management Northwestern University. Apr 2025
- Diploma: Digital Marketing. Universidad Central, Venezuela. Jun 2017
- Diploma: Accounting Analyze, Thomson Reuters, Chile. Oct 2017
- Diploma: Quality Management and Organizational Excellence, Pontificia Universidad Católica de Chile. Aug 2015
- Master's Finance Management (MBA), 2013. Universidad Tecnológica del Centro (UNITEC), Venezuela. Oct 2013
- B.Sc. in Mechanical Civil Engineering. University of Carabobo, Venezuela. Oct 2007

Top Certifications & Courses

- Project Management Professional (PMP / PMO), CEOLEVEL. 2025
- Train the Trainers Certification. 2023
- Agile Master Champion. 2023
- Scrum Master Certification. 2022
- Management Compact. Porsche Academy. 2020
- Lean Six Sigma Green Belt Certification, GM University. 2013

Languages

- Spanish: Native
- English: Professional working proficiency (B2)