



# ALEJANDRO LUNA CÁCERES

Leader In Technology and Innovation and Agile Process Coach

## PROFILE

Executive with over 25 years of experience and a track record of success in the IT industry, as well as in leadership roles in IT management, innovation and agile processes.

### Specialties:

Business solutions, problem-solving, digital transformation, budget management, IT procurement and service management, technological innovation, outsourcing services, and leader in Agile and DevOps projects.

## CONTACT

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## HOBBIES

- Marathon running
- CIO100 2022 award recipient
- Professor at UANL
- Father of two daughters

## EDUCATION

### IntTelmex University

2013 - 2016

Master's in Information Technology Management.

### Autonomous University of Nuevo León

1992 - 1996

Bachelor's in Administrative Informatics.

## Certifications

|                    |                            |
|--------------------|----------------------------|
| Coach Scrum Master | Innovation in Industry 4.0 |
| Scrum Master       | ITIL V3                    |
| Change Management  | Management 3.0             |

## WORK EXPERIENCE

### Construrama Blanquita – (CIO). Director of Information Technology. September 2021 – Present

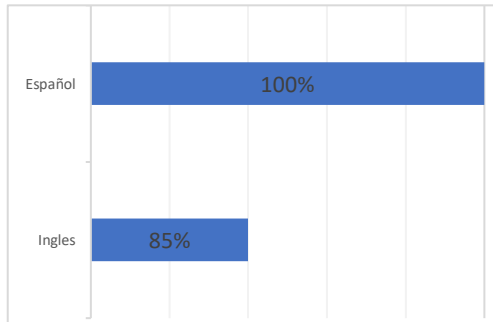
#### Immediate Supervisor: Enrique Monjaraz Fernandez. CEO

Responsible for the corporate-level execution of digital transformation and innovation projects in the leading home center stores company in the northern region of the country, implementing growth strategies based on business objectives.

**Achievements:** Successfully initiated a digital transformation by migrating the entire current infrastructure to the cloud, modernizing computer and telecommunications equipment, and aligning the IT department with business needs. This led to winning the award for the Top 100 CIOs in Mexico in 2022.

- Management of IT personnel.
- Management of IT support, security, and infrastructure.
- Responsible for the execution and management of the IT project portfolio.
- Management of all technology assets inventory.
- Management of software licenses and computer equipment.
- Negotiation and administration of technology vendors.
- Identification and alignment of needs, as well as proposal generation for innovation projects that align with business strategies.
- Design, execution, and evolution over time of the innovation model and process (innovation cycle).
- Creation and maintenance of the corporate innovation ecosystem (committee, partners, innovation agents), both internally and externally.
- Promotion of the development of creative and innovation competencies among the organization's employees, fostering their innovative DNA and the company's innovation culture and philosophy.
- Establishment of internal training plans (in coordination with HR) to maintain the required levels of knowledge in technological tools demanded by the organization.

## LANGUAGES



### **Industrias Islas, S.A. (CIO) Director of Information Technology and Innovation.** **July 2020 – August 2021**

#### **Immediate Supervisor: Carlos Islas Valero. CEO**

Responsible for the innovation and IT departments, as well as the execution of digital transformation and business agility projects in the leading national water treatment company. Developed the organization's personnel in adopting agile processes and introduced practices of business agility that contributed to the organization's transformation.

**Achievements:** Successfully executed the Digital Transformation project, establishing the foundations for a digital transformation culture and a culture of business agility. Enabled the development of much more agile operational processes in various areas of the organization.

- Management of IT personnel
- Responsible for the execution and management of the IT project portfolio using Scrum as a framework.
- Negotiation and administration of technology vendors.
- Identification and alignment of needs, as well as proposal generation for innovation projects that align with business strategies.
- Design, execution, and evolution over time of the innovation model and process (innovation cycle).
- Create and maintain the corporate innovation ecosystem (committee, partners, innovation agents), both internally and externally.
- Promote the development of creative and innovation competencies among the organization's employees, fostering their innovative DNA and the company's culture of innovation.
- Establish internal training plans (in coordination with HR) to maintain the required levels of knowledge in technological tools demanded by the organization.

### **Cadena Comercial OXXO - Agile Process Leader.**

**January 2019 - June 2020**

#### **Immediate Supervisors: Carlos Linares and Eduardo Jara**

Responsible for the transformation and adoption of agile processes in the largest convenience store chain company in Latin America.

**Achievements:** Managed the agile teams, increasing the number of teams by 130% in less than 11 months and being responsible for 40% of the company's total projects under an agile framework.

- Responsible for the management of the Agile project portfolio.
- Management of the SCRUM framework, coordinating the Scrum Masters of each project.
- Participation and support in project ceremonies with the Scrum Masters, as well as the execution of the Scrum of Scrums ceremony.
- Budget control of projects.
- Establish internal training plans (in coordination with HR) to maintain the required levels of knowledge in business agility topics.
- Negotiation and administration of technology vendors.
- Development of metrics to measure project progress and the performance of the work cells.

### **Arca Continental - (CTO) Technology Manager for Brío by Arca Continental**

**February 2017 – December 2018**

**Immediate Supervisor: Jose Antonio Guereque Flores (CIO)**

Served as the CTO of one of Arca Continental's subsidiary companies, where I successfully transitioned all our applications to the cloud, reducing costs associated with physical servers. Additionally, we enhanced the infrastructure to ensure that our applications were more secure, stable, and scalable.

**Achievements:** Developed a robust, stable, and scalable tool within two years that enabled small corner stores to offer the same services as OXXO, such as money transfers, mobile recharges, and bill payments. Expanded from 1,500 stores to 4,600 stores during that period.

- Management of IT personnel.
- Responsible for the analysis, design, and development of the new tool that enabled corner stores to manage their inventory, register sales, transfer balances, and sell airtime, among other features.
- Communication with the IT departments of our clients to whom we provide sales information from corner stores.
- Responsible for the execution and management of the IT project portfolio.
- Identification and alignment of needs, as well as proposal generation for projects that align with business strategies.

**Arca Continental - Application Development Manager**

**December 1998 – January 2017**

**Immediate Supervisor: Rubén Elizondo**

**Achievements:** For 18 years, I was the responsible leader for software development of 42 systems across Mexico, Argentina, Peru, Ecuador, and the United States for the company. My role involved ensuring that each development was delivered on time and met the organization's quality standards. This experience allowed me to work with projects utilizing different methodologies and frameworks such as PM, SCRUM, and DevOps, resulting in reduced costs, development time, and operational errors.

- Vendor management
- Administration of the development and testing process
- Implementation of new trends in software development, such as project management processes.
- Documenting all business processes based on system development and operation.
- Detecting, aligning needs, and generating project proposals that align with business strategies.

**ASPEL Mexico, Branch Manager Tijuana, B.C.**

**August 1995 – November 1998**

**Immediate Supervisor: Roberto Zariñana Oronoz**

Technical Support Manager in Monterrey and later Branch Manager in Tijuana B.C., I succeeded in making the Tijuana branch the most profitable within the group. With a constant focus on customer service, I served over 1600 retailers and managed to reduce and maintain a backlog of zero incidents lasting more than 24 hours for over 2 years. I achieved and surpassed the sales quota established in 1998, even though the branch had recently opened.

- Responsible for sales with a team of 3 salespeople and 2 technical support personnel.
- Personnel management.
- Negotiation with clients.
- Market analysis and sales reporting.
- Defining and executing sales strategies for the Tijuana market.

ABILITIES

