

León Felipe Urias Robles
Mgr. Global PMO and Process Improvement

Age: 36 years old

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SUMMARY OF EXPERIENCE

Strategic Operations & Project Manager with 13+ years of experience optimizing global business models through data intelligence and process architecture. I specialize in delivering high-impact compliance and corporate initiatives by integrating Intelligent Automation (Blue Prism, Power Automate) and Data Visualization into core business strategies. My approach combines DMAIC/Lean Six Sigma methodologies with a deep understanding of stakeholder needs, ensuring that every technical solution serves a clear strategic objective: increasing efficiency, reducing risk, and driving ROI.

Core Skills: Project Management, Continuous Improvement, Data Analysis, Process Automation (RPA), Innovation, Problem solving, customer focus, data analysis, results oriented, Agile learning, Self-Development, stakeholder management.

Specialties: Project Leadership, Operational Excellence, and Intelligent Automation

Languages: English Advanced Level

PROFESIONAL EXPERIENCE

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| 2019 - Present | Hershey Mexico (Global Shared Services) <ul style="list-style-type: none">Global PMO and Proces Improvement Manager |
| 2018 - 2019 | Panduit <ul style="list-style-type: none">Process Improvement Coordinator |
| 2015 – 2018 | Hershey Mexico <ul style="list-style-type: none">Process Optimization Analyst |
| 2008 – 2015 | Multiple Manufacturing Experience <ul style="list-style-type: none">Process Improvement EngineerProcess Improvement TechnicianQuality Technician |

EDUCATION

Master's degree in Applied Artificial Intelligence: Instituto Europeo de Postgrados, España (Finalizing 2026)

Bachelor's degree in business and technology engineering: Universidad del Valle de México, México

Senior University Technician in Electronic and Automation engineering: Universidad Tecnológica de Jalisco, México

DEVELOPMENT COURSES

Black Belt Formation: LSSI Lean Six Sigma International Institute (ID: BB-D02102)

Story Telling: Tecnológico de Monterrey (ID: 62283536)

EXPANDED CURRICULUM (KEY ROLES, PROJECTS AND RESPONSIBILITIES)

Hershey Mexico Mgr. Global PMO and Process Improvement

- Lead and manage a portfolio of international and cross-regional projects, ensuring successful execution, governance, and delivery of strategic initiatives.
- Drive process optimization initiatives by assessing current operations, identifying improvement opportunities, and implementing scalable solutions to enhance efficiency and performance.
- Identify, develop, and support automation opportunities to reduce manual effort, improve controls, and increase operational effectiveness.
- Lead implementation projects for new tools, systems, and digital solutions, including requirements definition, stakeholder alignment, deployment, and adoption support.
- Establish project management standards, governance frameworks, and performance monitoring mechanisms to ensure consistent execution and sustainable results.
- Partner with cross-functional and global stakeholders (US, Canada, Brasil, Puerto Rico, Philippines) to align business needs with operational strategies and support enterprise transformation objectives.
- Conduct operational assessments and capacity analysis to support resource planning, business decisions, and implementation readiness.
- Support continuous improvement and transformation efforts through process redesign, standardization, and change management initiatives.
- Manage risks, dependencies, timelines, and stakeholder communications across multiple concurrent projects and strategic programs.
- Drive initiatives focused on operational excellence, scalability, and long-term business impact.

Panduit Process Improvement Coordinator

- Negotiated with functional leaders to achieve improvements with greater scope.
 - **Projects:** *Finance Tracker (SharePoint), Training Paths Assessment, GBS Process Mapping*
- Assessed, planned, executed projects of process improvement and their follow up until project closure
- Coordinated implementation of DMAIC methodology in continuous improvement projects
- Train the team on Lean Six Sigma tools.
 - **Courses:** *Root Cause Analysis, Kaizen Blitz, Standard Work, Problem Solving*

Hershey Mexico Process Optimization Analyst

- Developed tools on MS Excel (Macros and automated reports)
 - **Developments:** *Aging Report, Pre-gross Report, Payment Complement, Invoice Report, Invoice Layout, XML Extractor, Customer Invoice Sender*
- Automated business processes using SharePoint application, MS InfoPath 2013 and SharePoint designer positioned Mexico as the first region to implement automated workflows.
 - **Projects:** *Promotional Letters SharePoint, LATAM Exports Payment*