

# FERNANDO ORTEGA MEDIERO

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## Education

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### **SAN TELMO BUSINESS SCHOOL. SEVILLE**

Senior Management Program of Food Chain Companies (ADECA)

### **INSTITUTO DE EMPREA (IE Business School). MADRID**

Master's Degree in Business Management (MBA) in General Management.

### **AGRICULTURE ENGINEER, specialty in Agricultural Industries. LLEIDA**

Higher Technical School of Agricultural Engineering of Lleida (ETSEALL), University of Lleida (UdLL)

### **AGRICULTURE TECHNICAL ENGINEER, specialty in Food industries. LLEIDA**

University School of Agricultural Technical Engineers of Lleida, Polytechnic University of Catalonia. (UPC)

## Professional Experience

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December 2.017 – Current. **SERVICES MARKET COMPANY/FOOD**

BARCELONA

Company specialized in Industrial Maintenance and New Facilities for food market Companies (leaders in its segment) with its own manufacturing unit. 250 employees and 20 million turnovers. National area.

**General Manager.** Family owned Company

Need **to transform and professionalize the company**. Roles and responsibilities as a GM with direct relationship with the Property.

- **Commercial Plan** for higher added value positioning. Attracting new customers (5 key accounts) to obtain **10% increase in sales**. **Bon Area, Casa Tarradellas, Costa Foods, Saica Natur, Pini Group, Metalquimia, Mimasa.**
- Definition of **organization and internal operation process**. Areas and Departments. Procedures and implementation.
- **Digital transformation of the company**. ERP Implementation and Development -SAP based on the information needed to take decisions. To set up specific applications.

February 2.017 – December 2017. Business advice and consulting

SPAIN

**Senior Assessment.** Work by project.

Senior professional in **general assessment and consulting activity for different companies** attached to the Property.

- **Strategic Plan for the development of the DOP Extra Virgin Olive Oil**. Collaboration with DARP and Regulatory Councils.
- **Beverage Distribution Company** (development and implementation of the Operations Area (warehouse and logistics), coordinated with other areas, structure, procedures, control... Estrella Galicia. 50 employees
- **Fruit and Vegetable** company (principal customers : supermarket like ALDI, LIDL -Spain and other EU countries) related to the development of the organization in different aspects of production, commercial, financial and administration, maintenance and logistics (consistency of the whole chain), procedure and monitoring system, programming and planning. 150 employees. 40 million Euros.

Company specialized in the manufacture and marketing of food products (animal feed) with its own production center in Spain. Its main markets are in Spain, Europe, and America. B2B.

**General Manager.** Family owned Company

**Change Management, general restructuring of the Company. Functions and responsibilities of a General Manager.** 120 employees and 50 million in turnover.

- **Administration and Finance** (Procedures and Monitoring, Financing, Treasury, Budget, Income Statement, Debt Renegotiation with Banks (10 pool).
- Development and monitoring of **Operations-Technical**. Planning/Programming, Operational Management, Maintenance (GMAO)
- Development of **new products adapted to the market** as well as the customers' needs in the sector and new trends. Management Key Accounts Customers: Affinity Petcare, Purina. B2b. Increase 35%.
- **Negotiation with Suppliers in price and term** in raw materials and auxiliary elements. 15 suppliers. Improves payment terms (60 days). Daily service.
- **Generation of Company organization, structure, and equipment**. Development and delegation, people's growth. Communication routes and forums for continuous improvement.
- **General and specific Balanced Scorecard** (definition and implement of kpi's)
- **Direct relationship with the Central and Autonomous Administration** related to the activity (high intervention).

Sept. 2.012 - July 2.014 – **PAPRINSA**

**LLEIDA**

Company specialized in manufacturing and marketing of cardboard and its derivatives (B2B) with national and international customers. 120 employees. 60 million euros in turnover.

**Deputy Manager - Deputy CEO.** Family owned Company (3).

Development and professionalization of the organization, procedures, functions, and responsibilities. **Change management due to new product and customer orientation (internal and external)**

- **New business direction management towards products (cardboard)** suitable with food use. Engine of change
- **New national and international customers** (food sector, added value...). Pricing and margin policy. Increase of 5% in contribution margin. France, Germany, Turkey, Algeria.
- **Changes in production process** due to new needs. Improved productivity and quality. Investments. Plan and Production Program. Balanced Scorecard (objectives of reducing incidents, costs, reliability and robustness of the production process, waste and by-products loss, energy, and purification costs. LRP (Labor Risk Prevention). Improved of a 15% at the machine stop.
- **Maintenance management:** Development and implementation of maintenance program Outsourcing process with specialized company. Change of cost step at variable cost (depending on production).
- **Energy and environmental management** (electricity, gas and scrubber). Relationships with Management (environment and suppliers). Approvals and grants.
- **Development and implementation of new logistics model.** Cost savings of 300,000 euros/year. Decrease in incidents, improvement of 20% in delivery time.
- Procedures and processes in **Financial Area – Administrative** (treasury, collections, renegotiation banks, new form of collection and insurance...), Reduction unpaid 10%.

- Participation in **ASPAPEL** meetings and committees.
- Growth and motivation human team. Delegation and **teambuilding**.

2.007 - Sept. 2.012 – **ACIEROID, S.A.**

**BARCELONA**

Development, management, and execution of projects as well as works in the industrial field, special buildings, and rehabilitation. (headquarter at Paris Bouygues Construction)

**Division Manager: Building and Rehabilitation.** Being part of the Executive Committee.

**Design and Implement the management in a construction company.** Definition and implementation of engineering and quotation, commercial, administration and production departments to cover different steps from the first contact with the customer to the final delivery of the work (public and private sector). 100 employees. 50 million euros in turnover.

- **General Chart and organization creation** with priority to the construction management (on basis of economic and improvement -engineering). Improved profitability 8%.
- **Diversification of client portfolio** based on trades: Rehabilitation (public/private), Industrial Building (private) and Singular Building (public/private). Public tender (novelty of action) 20% in turnover.
- Process and procedure of **operation to join** from business contacts, to the proposal, development, budget, and implementation (with successive stages of approval and monitoring). All team's involvement. (commercial, quotation-engineering and works)
- **Customer service** at the end of the works and warranty period to give coverage and answer.
- **UTE's** training to gain competitiveness with installation companies. (win execution contests)
- **Change management in crisis** period, restructuring process of the work team.

From 2,005 to 2,006 – **IFAG ENGINEERING, S.A**

**GRANOLLERS**

Company specialized in development, management, and execution of turnkey projects. Industrial and chemical sector. 80 employees. 25 million euros in turnover.

**Technical and Commercial** Manager. Family owned Company.

**Turn a local engineering into a Turnkey project development Company.** Duties and responsibilities at the commercial and marketing subjects developing the General Strategic Plan and the Action Plans implementation. Maintenance and development of the portfolio's Client, management, and negotiation of quotations as well as in the commercial aspect and in technical development. Promotional and advertising actions, management, and treatment with suppliers. Definition and monitoring of Annual Budget and Results Management.

- Entry into **customers food sector**. Nestlé, Bon Preu, ....
- Improved **margin** by 6%.

From 2,002 hasta 2,004 – **Proing ENGINYERIA, S.L.**

**BARCELONA**

Company specialized in development and management projects in the agri-food sector, with special impact in meat, fruit, vegetables, and fish sector. Family. People 60 Engineers, Architects, Technical Architects. 20 million euros in turnover. (group).

## General Manager of the Mediterranean Area and European Branch

**Design and create a company to spread the business in the Mediterranean Area.** Maximum responsible for the company in the Mediterranean area (basis in Barcelona). Management and technical functions with responsibility in final results and projection of the subsidiary with special impact on the development of projects, construction management and complementary activities (safety and health, permits, licenses, relationship with the different administrations...), evolution and commercial development and direct deal with clients.

- **Company growth and commercial expansion.** Specialization in high added value sector (food). Inter suppliers of Mercadona, Martinez Lorient, Mercabarna, Precooked Angel Bosch, Carns Pallejá.
- Partnership agreements **with EU companies** (joint ventures)
- **Project leadership. Mainstreaming and team.** Technique plus management.
- Brand consolidation and **brand** reinforcement. Be a reference. Specialized engineering.
- **Visualization** in events, fairs, and events in target sectors

From 1.997 to 2.002 – **Condis Supermarkets, S.A**

**MONTCADA I REIXAC**

Company specialized in modern distribution (retail) with its own supermarkets and franchisees. Catalonia area and a Spanish territory later. Centralized warehouses, integrated logistics. Brand image. B2C

**General Manager of the Meat Business Unit** as part of the Management Committee of the company.

**Loyalty of franchisees through perishable product centralization. Internal supplier.** The activity began with the project, design, and the facilities start-up. In the operational phase, with two productive shifts, to cover the entire assortment of fresh and raw-cured meat products and processed (definition of formulation, process, and type) in free service tray format (beef, pork, and sheep). Also, in the charcuterie sector (sliced of cured, cooked and cheese products) being the supply core of the group's supermarkets. Set up by 100 people members of the different Sections who involve the Unit. **(Production, Purchasing, Quality, Administration and Customer Service).**

- **Loyalty by perishable product** in the purchase centralization. (150 – 300 supermarkets)
- Refrigerated distribution and **logistics** to sales areas.
- Uniformity assortment, price, offers. Treatment by **category management.**
- **Innovation Products** (different way to blind the Customer)
- Production unit, warehouse, and certified order preparation. **Food Safety**
- Integration of **purchased companies** (DISTOP).
- **Condisline** (wholesaling, delivery, online shopping) for fresh product.

## Additional Information

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### Languages and computers

- **Spanish and Catalan:** Native
- **English:** Very high level in oral and written form. Native-level language domain. (negotiation).
- **Computer Science:** Knowledge and applications to business management (office tools and specific programs). ERP: SAP and SAGE.

### Complementary Professional Experience

- Member of the Steering Committee in **Cluster of Meat and Alternative Protein**
- Member of the **CATALAN Food Council (developing FOOD STRATEGIC PLAN for Catalonia)**
- President of Food market and Manufacturer's Commission in **OFFICIAL COLLEGE OF AGRICULTURAL ENGINEERS OF CATALONIA**
- **Associate lecturer of PROJECT subject** in the School of Technical Agricultural Engineering in agri-food industries in ROVIRA I VIRGILI UNIVERSITY.
- **MBA Agri-Food Industries of the Bosch i Gimpera Foundation (Les Heures).** Barcelona University.
- **Post-graduate course in agri-food industries** at Lleida University (UdLL)
- Different presentations and conferences at **business meetings, symposia and technical conferences** on different topics related to **sustainability**, energy, building and rehabilitation, food, distribution, agri-food, project industries, business management...

Article published in EL ECONOMISTA “**El Sector Agroalimentario Esencial para la Economía**”

[https://www.linkedin.com/feed/update/urn:li:activity:6878272238508883968/?lipi=urn%3Ali%3Apage%3Amessaging\\_thread%3B6d1df26d-7c4d-478f-8866-4f90a5697876](https://www.linkedin.com/feed/update/urn:li:activity:6878272238508883968/?lipi=urn%3Ali%3Apage%3Amessaging_thread%3B6d1df26d-7c4d-478f-8866-4f90a5697876)

Article published in Food Retail & Service “**La Sostenibilidad en el sector Agroalimentario: ¿Quién le pone el cascabel al gato?**”

<https://www.linkedin.com/feed/update/urn:li:activity:6866665301807820800/#:~:text=https%3A//lnkd.in/e2nT73uj>

Dear Mrs/Mr:

My name is Fernando Ortega, I am an agriculture/food engineer with a strong technical base (food and feed) in several markets in human food and animal feed. I have developed different projects and executive positions in B2B and B2C companies. Additional to my degree in engineering I studied an MBA in IE Business School (a prestigious Business School in Madrid) and a Senior Management and Strategic Program in San Telmo Business School.

In general administration and business, I am used to managing P&L, annual budget, financial – administration and commercial tools to define the main goals for the department and monitor the results and the figures just to implement (if it necessary) changes in the Action Plan.

I have developed an important part of my activities in poultry market and industry, in different parts of the value chain and different roles (feed, slaughtering houses, cutting plants, warehouses, supermarkets...) that it allows me to determinate the critical features, different ways of developing marketing actions, principal companies (companies and suppliers), rules and administration laws, new innovations and tools to share with customers, marketing and merchandising plans to keep in touch, general and specific information (prices, quantities, packaging, supply chain, negotiations...).

In this part of my career I am in different advisory boards, for example

- Catalonia Government – Strategic Plan for Food Market Developing in Catalonia
- INNOVAC – Cluster in food innovation
- Convenience Sea Food - Fish processing company specialized in ready to eat meals in fish market

It will be very interesting an it is an important challenge to me, to give an important added value to this advisory board trying to give my experience in food market, in engineering and processing food companies an important added value to improve projects and strategic new trends in this changing world.

Best regards from Barcelona.

Fernando Ortega