

# Constanza Sota Hernandez

- MBA
- Electronics and Communications Engineer

## Contact

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### WWW

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### WWW

<https://grupo.apclim.com>

## Skills

Problem solving

Critical thinking

Team management

Process optimization

Strategy design

Team management

Strategic Planning

Customer Relationship Building

Innovation mindset

Experienced business leader with expertise in sales, operations, and process optimization across healthcare and technology sectors. Skilled in CRM implementation, team leadership, customer service, and financial planning. Fluent in English and Spanish, with intermediate German. Proven track record of problem-solving and strategic planning. Continuously advancing knowledge in digital marketing strategies, community building, and AI technologies.

## Work History

2015-12  
Current  
CDMX

### Aplicaciones Clínicas en Imagen - Partner

- Designed a 12M MXN business model and strategy.
- Developed, implemented, and operated CRM systems.
- Led sales and customer service teams.
- Managed customer inquiries, complaints, and investigations.
- Developed pricing strategies and product design.
- Managed HR functions: training, compensation, and recruitment.
- Defined budgets, secured financing, and optimized financial management.
- Led digital marketing strategies, integrating continuous learning in AI and community-building techniques.
- Advanced web design in WordPress and programming for company platforms.

2011-11  
2014-11  
CDMX

### Groupon - Director

2014 - North LATAM Business Director - VP Local MX&PR

2013 – Mexico Business Director - VP Local Mx

2013 - Business Commercial Director – Mexico

2011 - Regional Manager

2011 - Planner Guadalajara & Monterrey

- Led sales and operations, managing 4 departments and 80 employees, in two countries.
- Designed and implemented business objectives and compensation strategies for teams.
- Managed employee evaluation, recruitment, and training.
- Developed product mix strategies and optimized market positioning to drive growth.

## Languages

Spanish



English



German



## Software

Microsoft Office



Airtable



Canva



AI tools



2005-07  
2009-03  
CDMX

### Procter & Gamble - LATAM Regional Engineer

2007 - LATAM Innovation Engineer  
2005 - Technology Engineer

- Led innovation management across Latin America, North America, Europe, and Asia.
- Collaborated with R&D on consumer-driven product development and feasibility analysis for LATAM and Europe.
- Managed international teams, overseeing project development, B2B procurement, and operational expansions.
- Developed a 5 to 10 year strategic plan for two plants, optimizing decision-making tools, saving over \$3M USD, and securing \$16M USD in capital investment.
- Customized global practices and promoted internal marketing strategies for local markets.

2002-09  
2005-02  
CDMX

### Tecnocontrol y Sistemas - Trainee

- Collaborated in intelligent buildings projects in both documentation and programming

## Education

2022-10  
2026-10

### Bachelor's in Psychology

ULA - CDMX

2009-08  
2011-07

### Master's in Business Administration (MBA)

Alliance Manchester Business School - Manchester, UK  
Full-time MBA Programme - Graduated with Merit

1999-08  
2004-12

### Electronics and Communications Engineering (IEC)

ITESM CCM - CDMX

2003-06  
2003-12

### Exchange Program: Engineering

Swinburne University of Technology - Melbourne, Australia