

JULIO MORALES

Technology & Digital Transformation Executive · IT&D Regional Leader

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Citizenship: Spain (EU) / Guatemala · Permanent Resident: Mexico · English (C1) · Spanish (Native) · Portuguese (B1)

Executive Profile

Senior Technology & Digital Director with **20+ years of experience** in **FMCG, Consumer Health, Nutrition, and Pharma** in the Americas. **Member of the regional leadership team**, I lead IT&D operations across the entire value chain—supporting **2,000+ users** across **10 commercial offices, 8 distribution centers, 5 manufacturing plants, and 1 R&D facility**—bridging corporate governance with local market execution.

With an engineering and finance background, I look at technology through a pragmatic business lens to **grow sales, reduce costs, increase productivity, and assure security and compliance**.

Proven track record as a **trusted advisor** to C-level leaders, turning digital investments into **real outcomes** for the business, our teams, and the **consumers and communities we touch**.

Key Career Achievements

Driving Sales & Commercial Growth (Sales)

- **Field Sell-Out Lift (+1% to +5% per store)**: Replaced static promoter calendars with dynamic, algorithm-based routing across supermarkets and pharmacies, reducing travel downtime, increasing store coverage, and lifting measurable sell-out per visited store.
- **Digital Commerce Growth (+70% vs. PY)**: Co-managed commercial technology and strategy for pure players (Amazon, Mercado Libre) during peak retail events—analyzing real-time data trends to adjust campaign strategies minute-by-minute across Prime Day, Buen Fin, and Black Friday.
- **AI from Framework to Production**: Adapted and launched an enterprise 5-module marketing AI suite (Brand Health, Insights, Creative Content) across the region, accelerating local execution while setting the regional Responsible-AI governance framework.

Empowering Teams & Operational Productivity (People)

- **RPA & Low-Code Process Automation (+100k Hours Saved)**: Championed the regional automation agenda across 50+ business processes using RPA and low-code/no-code platforms, delivering over 100,000 hours back to the business, simplifying daily user workflows, and converting FTE capacity into strategic value.
- **Shared Services Consolidation (+200 Users Supported)**: Directed the technology strategy and system cutovers to centralize regional Finance, Supply Chain, and IT operations into the Mexico hub, stabilizing operations under the new operating model.
- **Enterprise ERP Modernization (ECC to S/4HANA)**: Steered two major regional SAP releases, including the core upgrade from ECC to S/4HANA—modernizing the digital backbone across manufacturing, supply chain, and finance while upskilling teams for modern ERP workflows.

Protecting Operations & Creating Business Value (Community & Core Value)

- **M&A Carve-Out & TSA Governance (Vestacy)**: Led the regional IT&D separation workstream for the Vestacy carve-out under complex Transition Service Agreements (TSAs)—managing system uncouplings, data cutovers, and service-level continuity without disrupting ongoing operations.
- **Industrial & Logistics Continuity**: Maintained continuous operations across 14 manufacturing plants (Nutrition, Health, and Hygiene) and 12 distribution centers—executing legacy server virtualization to Azure (P2V), building infrastructure resilience, modernizing lab technology, separating IT/OT networks, integrating 3PLs, and automating procedures under GxP/CSV standards.
- **Cost Optimization & Value Creation (£15M+)**: Delivered £5M in direct procurement savings by renegotiating vendor and software contracts, and unlocked £10M in indirect value through software rationalization, eliminating duplicate platforms, retiring legacy services, and driving process simplification.

Professional Experience

RECKITT

Consumer Health & Hygiene Multinational — Mexico City / Regional

IT&D Head — Spanish Latin America

2023 – Present

Scope: Member of the Regional Leadership Team (Board) · £5M+ GBP Capex/Opex budget · 2,000+ Users · Team of 20+

- **Executive Business Partnership:** Core member of the Regional Executive Committee shaping multi-year digital strategies aligned with P&L targets, stewarding Capex/Opex envelopes and corporate governance.
- **Commercial & Omnichannel Technology:** Steered the regional commercial-tech ecosystem across field-force automation, Veeva CRM, pure-player marketplaces (Amazon, MeLi and TikTok Shop), quick-commerce integrations and social commerce.
- **Strategic Program Delivery:** Governed major regional programs, including the Vestacy M&A carve-out (TSA governance), core SAP modernization, and enterprise-wide RPA deployment across 50+ business processes.
- **AI Governance & Shared Services Integration:** Instituted regional Responsible AI and data compliance frameworks, while partnering on the consolidation of regional IT and back-office operations into the Mexico hub.
- **People Leadership & Vendor Negotiations:** Directed high-stakes regional vendor contracts and built, coached, and retained a 20+ member organization through two corporate restructuring cycles with zero key-talent attrition.

IT Senior Manager — Americas Manufacturing

2021 – 2023

Scope: IT/OT operations across 14 manufacturing facilities in North and Latin America, including Mead Johnson nutrition plants

- **Industrial Reliability & Quality Compliance:** Guaranteed 24/7 IT/OT operational continuity across 14 manufacturing plants, sustaining high uptime on production lines and passing all GxP/CSV regulatory audits without critical findings.
- **Virtualization & Systems Validation:** Led regional execution of global data-center virtualization (P2V) without line stoppages; governed multi-site SIT, OQ, and UAT validations for plant-floor systems.

IT Service Account Manager — LATAM

2018 – 2021

Scope: End-to-end IT service delivery, operational governance, and customer satisfaction across 6 countries

- **Regional Service Delivery & Customer Satisfaction:** Accountable for the timely delivery of IT operations across commercial offices and distribution centers under ITIL frameworks, consistently exceeding SLA targets and satisfaction benchmarks.
- **Logistics Integrations & System Rollouts:** Partnered with supply chain to integrate warehouse/transport systems with major 3PLs (DHL, Solistica, Química Suiza) and governed cutovers, data migration, and hypercare for regional SAP and WMS projects.

NOVARTIS

Global Pharmaceutical Company — Mexico City / Regional

Regional Infrastructure Manager / Global Service Manager

2010 – 2018

Scope: Enterprise infrastructure and service operations across Latin America for commercial and field teams

- **Regional Infrastructure & GxP Compliance:** Directed Latin America IT infrastructure (Networks, Cloud, Cisco Collaboration), upholding high-availability service delivery, cybersecurity policies, and GxP compliance.
- **Career Progression (2006–2010):** Promoted through foundational roles as Telecom Administrator and Service Desk Supervisor, managing Tier-2/3 support and corporate telecom networks.

Education, Certifications & Governance

Degrees: Master's Degree in Finance • B.S. in Electronic Engineering

Executive Credentials: PMP Training & Project Governance · Lean Six Sigma Green Belt

Certifications & Frameworks: ITIL Certified & Facilitator · Project Management for Executives Program