

Passion, Preparation and Innovation

In Latin America supply chain planning is critical due to the lead times that must be taken into consideration, and because the communication of customs requirements between countries is not as advanced as it is in Europe.

Meet Hector Medina

Hector's experience in supply chain and operations spans more than 20 years. Over the course of that time he has worked in a variety of sectors, including healthcare, pharmaceutical and food products in four different countries. Hector specializes in the optimizing and innovating of end-to-end global and regional supply chains -- always with an eye toward increasing profit, enhancing productivity and reducing cost.

Passion

Hector Medina says he is passionate about supply chain planning, more specifically, about minimizing the cost of importing and exporting through precise forecasting and planning.

Preparation

In Latin America, Hector says, supply chain planning is critical due to the lead times that must be taken into consideration between countries. It's very similar to Europe in terms of the number of companies participating in the supply chain. The only difference and disadvantage is that communication of customs requirements between the countries is not advanced as it is in Europe, so communicating all the customs requirements, for example, can be challenging. You have to anticipate and prepare for anything and everything that could go wrong -- preparation, prevention and project management are critical to the success of entire supply chain process.

Innovation

Hector showed his skill as an innovator when he led a team that implemented a new concept designed to centralize demand planning operations. Normally companies have small planning operations in each country, where they plan their own supply autonomously, or within a silo, which as you might imagine is not particularly efficient. Hector's team developed a regional demand planning operation wherein one person had responsibility for all inventory in the supply chain. The idea was to optimize the supply chain across all of the regions, which is exactly what it did.

[Hector Medina](#)

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