

MAX ALIRE

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Objective: To be able to bring an immediate value to a stable profitable organization whilst showcasing my multiple years of experience in global logistics, warehousing, distribution, and procurement.

Citizenship: American. Holding valid USA passport until 2020.

Philippine Residency: 13A visa valid until 2020

SUMMARY

SELECTED ACCOMPLISHMENTS

- 1 Directed a major 3PL global network inclusive of western USA regional responsibilities.
- 2 Designed, Managed Global SPL network.
- 3 Project managed and completed several global logistics/ Fulfillment/VMI RFQ's. Negotiated tariffs/cycle time/service level contracts with major Logistics providers that will save a former employer \$ 3 million in transportation /Logistics costs annually. Experience in FMCG environment.
- 4 Pioneered (1999) and successfully implemented all global carrier/logistic providers metrics, and scorecard reviews.
- 5 Developed, implemented, and managed global logistics solutions including a global direct drop ship consolidated distribution business model of shipments to global destination site's for a manufacturing business model. Also designed a direct drop ship model of finished goods to end customer.
- 6 Performed Logistics and Global Transportation management for a \$50 million International Logistics budget account.
- 7 Directed a Global Supply chain and Distribution center network from a 3PL regional western US perspective.
- 8 Director of business development for a major 3PL.
- 9 Regional Director/ General Manager of a major 3pl Distribution centers.
- 10 Designed and implemented performance improvement initiatives, which enhanced service, reduced claims, and reduced transportation costs.
- 11 Authored and Implemented Global routing Guide, and Sop's for all International and domestic transportation processes for several companies.
- 12 Professionally managed a staff of up to one hundred and twenty five in a global logistics/distribution center environment.
- 13 Responsible for complete Budget forecast, spend, tracking, and reporting. Full mutli-site P&L experience.
- 14 Highly successful Global Logistics Sales Executive who handled outside sales in the Silicon Valley and Southern California.
- 15 Directly grew Eculine gross sales from 2.5 million per annum to over 6 million per annum.
- 16 Regional South East Asia business development Manager/ Global pricing manager.

PROFESSIONAL EXPERIENCE

Red Wolf Global Ltd – (Cebu, Philippines)-Start Up Company

April 2015-Present

GM – Asean/USA Business Development / Global Pricing Manager

- Responsible for Regional freight Forwarding productivity, quality, and financials
- Provide leadership and vision to the organization by assisting the Board and staff with the development of long range and annual plans, and the evaluation and reporting of progress on plans.
- Provide progress reporting of the prospective projects to internal teams including Regional HQ and HQ
- Establish and maintain a working relationship with service providers to ensure best possible pricing opportunities, optimized profits due to permanent review and negotiations, maximizing business / trade lane growth, aligned with company policies
- Support local sales teams as well as overseas BU's with pricing, particularly for projects, large spot opportunities and specialty cargo
- Ensure cargo steering and allocation management in alignment with the pricing options provided
- Provide appropriate pricing and market feedback to local organization and respective trade lane management and functions.
- Ensure conditions are reflected in the relevant systems landscape/rate depositories and processes are established and adhered to, enabling full visibility to the organization.
- Review buying conditions in order to drive most aggressive pricing to grow volume and optimize profit
- Analyzing current business prospects to understand future business action plans
- Source and develop new business for logistics/air/sea/customs brokerage to achieve individual and team sales revenue targets.
- Generate sales forecast and reports for management review;
- Identify potential market segments for growth and intensive business penetration;
- Manage, facilitate and support new project across regional subsidiaries in accordance to Management directive;
- Conduct market research and competitor information collection
- Take lead in customer projects and pricing proposals
- Aligning, delivering and implementing overall business development and sales and marketing strategies and directives.
- Work collaboratively with internal proposal team and contract team to secure new project order
- Develop a plan to effectively meet sales targets by meeting or exceeding key metrics for orders and account retention.
- Responsible for opening new branch offices.
- Manage multi country South East Asia operations.
- Receive, generate and process RFQ's, RFP;s, and daily quotes.

ECU International Far East Limited - Philippines Branch (Cebu)

2009- June 2014

Business Development Manager

I am accountable for developing and securing revenue and market share from existing customers and new business. Also, improving business development processes for specific services and products with strong sales engagements.

- 1 Scribe responses to Requests for Proposals (RFP's), preparing presentations and monitoring sales leads and responses.
- 2 Developed and implemented sales plans and sales campaigns to take advantage of market opportunities.
- 3 Prepared annual budgets and monthly management reports.
- 4 Built strategic relationships with key contacts within customer organizations to understand opportunities for creating value.
- 5 Capitalized on value creation opportunities by working closely with the sales and operations management team to develop creative workable solutions to customer needs.
- 6 Facilitated cross-selling opportunities to increase revenue and leverage relationships in order to better penetrate the market.
- 7 Facilitated regular meetings with clients and relevant operations staff to evaluate performance and receive updates from clients on challenges and future plans.
- 8 Provide marketing support and knowledge within the company for all products and services.
- 9 Built the Cebu organization from 2.5 million dollars per annum to over 6 million dollars per annum.

Ceva Logistics, Hayward, California (Home Office)

2006- 2008

Western United States- Regional Director

Managed all aspects of a Distribution-Fulfillment logistics multi site campus including, but not limited to, global warehouse- distribution-transportation operations productivity, terminal handling, customer service, billing, P&L, HR, safety, and security. Accountable for the profitability of the global distribution operation.

- 1 Identified and developed appropriate business and succession solutions.
- 2 Managed a high volume global SPL network.
- 3 Managed the development and implementation of special projects and new customer start-ups.
- 4 Ensured compliance and that customer KPI's are met consistently in the multi site campus.
- 5 Managed the business processes used to ensure the accuracy of invoices, bills of lading, shipping statements, and foreign currency conversions.
- 6 Directed annual budget preparation for Branch/District location.
- 7 Established, monitors, and revises policies, procedures, and service standards for terminal warehouse operations. Mutli-client and dedicated client facilities.
- 8 Directed and ensured compliance with established DHL corporate or terminal warehouse-distribution policies, procedures and standards in accordance with government regulations.
- 9 Implemented and directed quality control program for all terminal warehouse operational areas.
- 10 Ensures compliance with federal and foreign regulations governing the shipment, receipt, and documentation of imported/exported products being shipped through DHL facilities.
- 11 Established, monitored, and revised policies, procedures and service standards for warehouse-distribution operations.
- 12 Ensured information systems, business processes, and associate production provide for timely receipt of customer product into the DHL facilities.
- 13 Contributing member in revenue generation, profit and/or expense objectives in geographic region.
- 14 Partnered with program manager(s) to communicate operational challenges, geographical business observations, customer feedback, additional revenue opportunities... etc.
- 15 Managed seven exempt-level staff; responsible for hiring, coaching, training, and developing subordinate staff. Set and conduct IKO review for all exempt associates.
- 16 Total associate count in campus is one hundred and twenty three.
- 17 Assigned work, set completion dates, reviewed work, and managed performance in accordance with organizational policies, procedures and performance management processes.

SUPPLY CHAIN SOLUTIONS INC., Ontario, California

2005 – 2006

Director of Global Supply Chain- Consultant

- 1 Directed all aspects of Supply Chain operations. Warehouse, Distribution, Shipping-Receiving, global transportation functions, Value Add processing, Safety, systems, maintenance, Permit sign offs, multi customer satisfaction, on-time order timeliness, and HR management.
- 2 Managed the full P&L for DC facility.
- 3 Managed provider costs and leveraged efficiencies.
- 4 Personally responsible for growing sales from 1 million per annum to 3 million per annum forecasted.
- 5 Serving as point of excellence for best in class Supply chain compliance measures.
- 6 Integrated continuous improvement through cross-functional team training of rigid repeatable standard operating procedures.
- 7 Direct Business Development efforts in the Western region of the U.S. inclusive of outside/inside sales, advertising, and marketing campaigns.
- 8 Designed, implemented, and managed metrics to measure transaction accuracy, throughput, and KPI's.
- 9 Managed a direct staff of three supervisors and thirty-nine distribution center associates.
- 10 Directed a Union workforce.

TROPITONE PRODUCTS, Irvine, California

2004 – 2005

Global Logistics Management Consultant

- 1 Oversaw all supply chain and logistics services in a global business model.
- 2 Improved fulfillment cycle time to end customer by designing a drop ship model.
- 3 Spearheaded successful application and audit of C-TPAT.
- 4 Conducted a global Freight Forwarder – ocean container RFQ and netted a cost save of 35 k annually.
- 5 Implemented a freight invoice audit system that eliminates invoicing errors and duplications.
- 6 Increased FedEx discount that would net out 15 k per annum in savings.
- 7 Increased LTL contract discount from 70-72% on czar lite 1997 tariff. Annual net savings of 14k.
- 8 Established a standard operating procedure for the physical inventory process that resulted in an overall improvement to the global inventory variance.
- 9 Managed on time shipment of seven million dollars of finished goods per month.
- 10 Accountable for all global raw materials on time arrival. Cost of raw goods per equated to three million per month in transit.

STARCREST PRODUCTS OF CALIFORNIA, Perris, California

2003 – 2004

Shipping Manager

- 1 Oversaw day to day operations of shipping department and staff (count 80 inclusive of temps) - including: Shipping and Transportation Supervisors, leads, and general shipping staff
- 2 Management of all departments including: UPS, LTL, TL, Expedite (integrators), and 3PL's, Bulk Mail.
- 3 Scheduled warehouse staff to ensure maximum productivity.
- 4 Maintained budget plans and controlling overtime and temp costs. Maintained cleanliness and order of 300,000 sq. ft warehouse.
- 5 Assisted in all areas of HR: hiring, termination, reviews, etc. Directly participated in the new hire interview process. Managed a staff of eighty-five.
- 6 Planned, managed and monitored multiple customer shipments, both international and domestic (Forty Five thousand orders a day).
- 7 Coordinated regional and national accounts, insured available inventory, on-time delivery and accurate invoicing. Planning and scheduling.
- 8 Collaboratively interfaced with customers, sales, planning, and operations relating to these shipments.
- 9 Managed to reduce over 250K in carrier accessorial charges.
- 10 Re-engineered carrier authorization process resulting in improved control and cost savings of 10%.
- 11 Coordinated post-shipping functions including Claims, OS&D and Document Control. Responsibilities included root-cause analysis and exception resolution for post-shipping issues.
- 12 Created key metrics reports to evaluate carrier and warehouse performance.
- 13 Trained transportation and customer service personnel, utilizing my extensive knowledge of the

company's products, processes and systems.

- 14 Continually demonstrated progressive advancement in distribution center management/logistics.
- 15 Reduced injuries/workman compensation claims 15%.

INTERNATIONAL RECTIFIER, INC., Temecula, California

2002

Global Logistics Manager Consultant

- 1 Conducted Global Logistics RFQ project management, pricing analysis, and profitability reviews for new and existing Global Logistic business.
- 2 Created pricing models, which insured a decrease in Logistics spend, while meeting the company's overall financial objectives.
- 3 Designed leading-edge supply chain solutions, which covered value-added warehousing, transportation management and e-commerce.
- 4 Helped designed enhanced customer value, and were successful in landing additional revenues.
- 5 Managed and coordinated internal departments, and sales in the solutions development process.
- 6 Led cross-functional teams in these efforts, meeting time definite deadlines. Responsibilities included Global tariff negotiations/Service level agreements with all Transportation vendors, process design, and scope of work definition.
- 7 Performed advanced supply chain analysis. Modeling results were used by customers in their strategic decision making process.
- 8 Managed the import customs house brokerage compliance, and Export Administration Regulations compliance.
- 9 All Carrier Management and scorecard review responsibilities.
- 10 Full Budgetary Responsibilities.
- 11 Project managed a successful C-TPAT implementation.

HITACHI SEMICONDUCTOR (AMERICA) INC., San Jose, California

2001

Global Logistics Manager – D.C. Manager Consultant

- 1 Conducted Global Logistics RFQ outsource third party bid projects which included pricing analysis, and profitability reviews for new and existing Global Logistic business.
- 2 Created pricing models, which insured a decrease in Logistics spend, while meeting the company's overall financial objectives.
- 3 Assisted in Designing leading-edge supply chain solutions, which covered value-added warehousing, transportation management, warehouse management, and e-commerce. Solutions we designed enhanced customer value.
- 4 Managed and coordinated internal Logistic/Compliance departments, which included sales in the solutions development process.
- 5 Led cross-functional teams in various project efforts, meeting time definite deadlines.
- 6 Managed Global tariff negotiations/Service level agreements, process design, and scope of work definition.
- 7 Performed advanced supply chain analysis. Modeling results were used by customers in their strategic decision making process.
- 8 Managed the import customs house brokerage compliance, and Export Administration Regulations compliance. All Carrier Management, and scorecard review responsibilities.
- 9 Global Distribution Center Management... 150K square feet warehouse / 28 warehouse associates / 3800 active skus / 150 million dollar inventory.
- 10 Full budgetary responsibilities.
- 11 Assured efficient product flow, and monitoring daily performance of team members and managing quality improvement. Safety training.
- 12 Designed an employee productivity improvement incentive program that resulted in a 28% increase in productivity.
- 13 Developed a seasonal staffing program that eliminated the need for temporary labor resulting in a \$500,000 savings.

- 14 Developed operating budget for Distribution Center based on detailed forecasts, and managed Distribution Center to optimal cost containment.

CYPRESS SEMICONDUCTOR, San Jose, California

1999-2001

Global Carrier Manager

- 1 Negotiated Global Logistics Bid that will reap \$ 3 million a year in savings.
- 2 Conducted Global Logistics RFQ project pricing analysis, and profitability reviews for new and existing Global Logistic business.
- 3 Created pricing models, which insured a decrease in Logistics spend, while meeting the company's overall financial objectives.
- 4 Designed leading edge supply chain solutions, which covered value-added warehousing, transportation management, warehouse management, and e-commerce.
- 5 Designed enhanced customer value, and were successful in landing additional revenues.
- 6 Managed and coordinated internal departments, and sales in the solutions development process. Led cross-functional teams in these efforts, meeting time definite deadlines.
- 7 Managed Global tariff negotiations/Service level agreements, process design, and scope of work definition.
- 8 Performed advanced supply chain analysis.
- 9 Managed the import customs house brokerage compliance, and Export Administration Regulations compliance.
- 10 All Carrier Management, and scorecard review responsibilities.
- 11 Software (I2-Manugistics) implementation Operations team leader.

RYDER INTEGRATED LOGISTICS/APPLE COMPUTER. Elk Grove, CA

1996-1999

Global Logistics Manager

- 1 Conducted Global Logistics RFQ project pricing analysis, and profitability reviews for new and existing Global Logistic business.
- 2 Created pricing models, which insured a decrease in Logistics spend, while meeting the company's overall financial objectives.
- 3 Designed leading-edge supply chain solutions, which covered value-added warehousing, transportation management and e-commerce.
- 4 Designed enhanced customer value, and were successful in landing additional revenues. Managed and coordinated internal departments, and sales in the solutions development process.
- 5 Led cross-functional teams in these efforts, meeting time definite deadlines. Responsibilities included process design, scope of work definition, and pricing.
- 6 Performed advanced supply chain analysis. Modeling results were used by customers in their strategic decision making process.
- 7 Managed the import customs house brokerage compliance, and Export Administration Regulations compliance. All Carrier Management, and vendor review responsibilities.

EDUCATION

Canterbury University, Online

B.S. Business Administration

Canterbury University, Online

A.A. Business Administration

Vista Community College, Berkeley, CA

Completed coursework - International Finance & Business.

Sequoia College, Redwood City, CA

Prerequisites classes. Introduction to Microcomputers

COMPUTER/SYSTEM SKILLS

System Ingres, Order Management Systems, AS400, ERP - MRP, Logistic Management Systems, Oracle, FedEx PowerShip, UPS WorldShip, DHL Easyship, Kewill/APSS, SAP, WMS-Warehouse Management Systems, TMS, WinXP: MS Office, MS Project, Excel, Power Point, Visio, Word, Access, and Filemaker Pro. PC and MAC literate. Cordia predictive host dialer knowledge. Zoiper. Bullhorn ATS, Zoho, CRM, Bitrix24.

PROFESSIONAL DEVELOPMENT

USA Customs Brokerage Exam course
ISO Certification
Dangerous Goods Seminar
Management Development
Corporate Management Development
Project Management
Legal Management Compliance